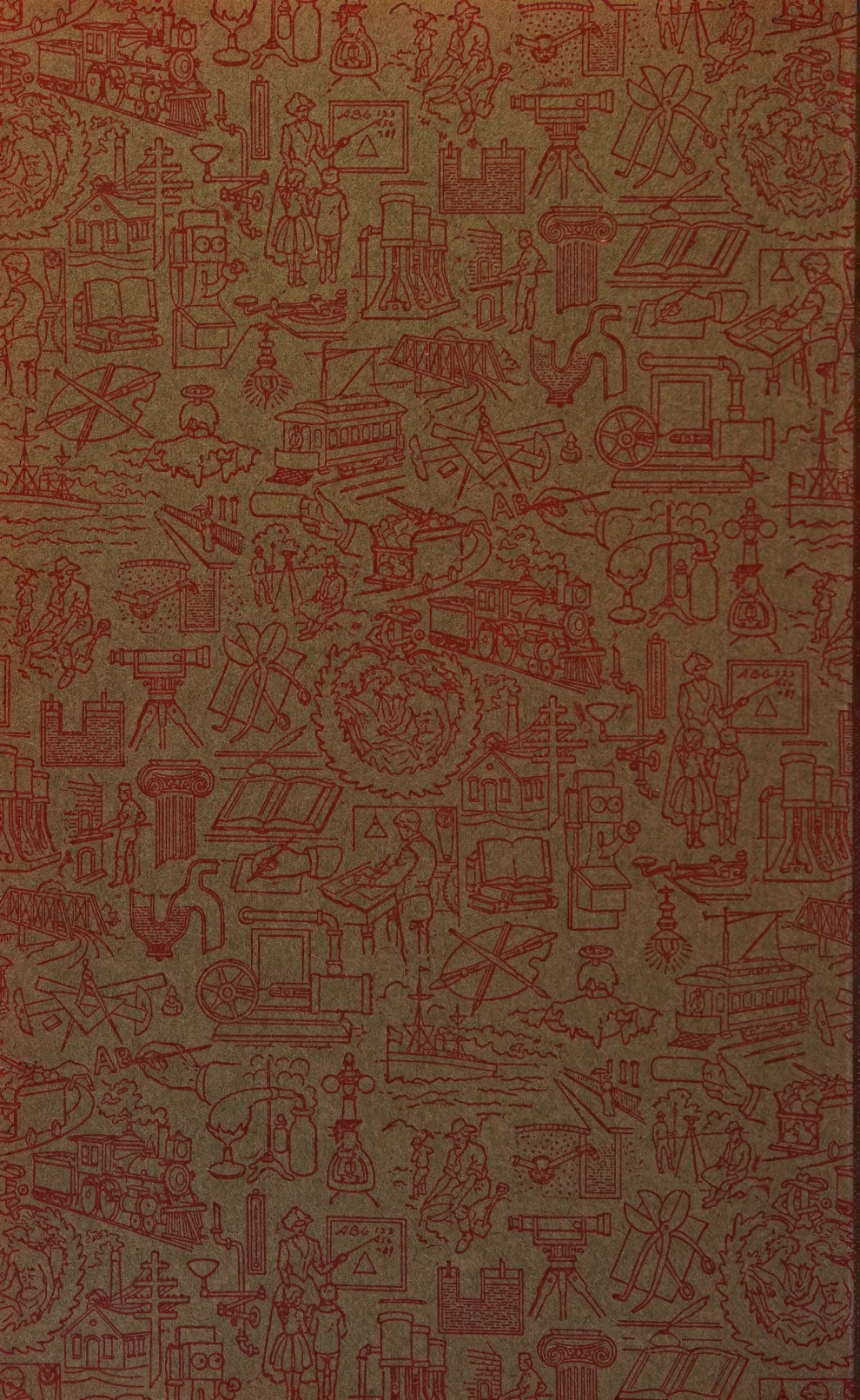

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ADVERTISEMENT DISPLAY
MEDIUMS
RETAIL MANAGEMENT
DEPARTMENT-STORE MANAGEMENT

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ADVERTISEMENT DISPLAY

(PART 1)

TYPOGRAPHICAL DISPLAY

GENERAL PRINCIPLES

1. To be effective, an advertisement must attract attention. Apt wording of headings and appropriate illustration contribute largely to attention-attracting power. But the method of attracting attention that lends the greatest strength to apt wording and appropriate illustration is **typographical display.** To display an advertisement well means to give it such a typographical appearance that it will attract those whom the advertiser wishes to interest. This means giving contrast, or typographical emphasis (by the use of heavier type), to the important features of the copy—the headline, the name of the article, the name of the advertiser, some selling point of the article or time of sale, etc.—the writer selecting for display the features that he thinks are most likely to attract attention or to make an impression.

Although the word *display* is sometimes used loosely to refer to the general typographical effect of an advertisement, it refers specifically to the parts or lines of an advertisement set in larger or heavier type.

2. Value of Contrast.—A whole page of separate advertisements set in the same style and size of type would appear monotonous. The eye roaming over such a page would find nothing to draw it to any particular advertisement.

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All the selling points of the various articles would be lost in the mass of body matter. Introduce a display, or contrast, line in each advertisement, emphasizing either the name of the article or a strong selling point, however, and see the power it will exert in arresting the reader's attention. If each advertisement has an identifying feature set in a larger and heavier face of type than the body matter, it becomes easy to distinguish one from another; and the eye in roaming over the page is easily drawn to those which are of interest. Figs. 1, 2, and 3 illustrate this principle.

Fig. 1 shows an advertisement set in a single paragraph of body type, without any emphasis or display. Fig. 2 shows the same advertisement with the addition of two

Lowney's Chocolates

When you want the highest grade of chocolates that the skill of the confectioner can produce, ask for Lowney's. There are other chocolates—lots of them—but you won't buy them after once tasting Lowney's. Every piece is guaranteed pure and wholesome. Made from selected beans scientifically treated to retain the full strength and flavor. Healthful as well as delicious. Take a box home to your wife or your sweetheart.

Jones & Company, 36 Courtland St.

FIG. 1

Lowney's Chocolates

When you want the highest grade of chocolates that the skill of the confectioner can produce, ask for Lowney's. There are other chocolates—lots of them—but you won't buy them after once tasting Lowney's. Every piece is guaranteed pure and wholesome. Made from selected beans scientifically treated to retain the full strength and flavor. Healthful as well as delicious. Take a box home to your wife or your sweetheart.

JONES & COMPANY
36 Courtland St.

FIG. 2

display lines. Note how much stronger and more attractive Fig. 2 is than Fig. 1, yet the only change is in the display of the name of the article advertised and the rearrangement of the firm name. The heading in Fig. 2 catches the eye, while the advertisement in Fig. 1, owing to its lack of display, would rarely be noticed. However, the copy in Fig. 2 has not been displayed to its maximum strength. Introduce a secondary display, the strongest selling point, as in Fig. 3, and observe the effect. The main selling point of this copy is the purity of the chocolates; therefore, this feature is displayed, though it is not made quite so prominent as the heading. The name and address of the dealer being important, these lines are also given a little display.

Compare Fig. 3 with Figs. 1 and 2 and note the progressive steps from the weakest to the strongest effect. While, in this instance, the secondary display, "Guaranteed Pure," was needed to bring out the full strength of the copy, it should not be taken as a strict rule that secondary displays are always needed. The plain-rule border surrounding the advertisement shown in Fig. 3 serves to bind the whole into a single unit and aids materially in concentrating the attention.

3. So far as the typography of an advertisement is concerned, the power of attraction is of no greater importance than that of legibility. People insist that advertising shall be easy to read. They emphasize this demand by passing unheeded the advertisements set in types that are not pleasing and easily read, or the advertisements that, by a freakish arrangement, possess features that impair their legibility. Good display consists of simple, strong effects, and it makes the reading of an advertisement easy, quick, and certain. Complex elements, by diffusing the attention, fail to produce the desired results. To reach its highest effectiveness, an advertisement must be so constructed that the eye will be attracted by something striking or especially pleasing in the display; and when this has been accomplished, the arrangement of the matter that follows must appear so logical and so easy to follow that the reader will be led on to the end.

Lowney's Chocolates

When you want the highest grade of chocolates that the skill of the confectioner can produce, ask for Lowney's. There are other chocolates—lots of them—but you won't buy them after once tasting Lowney's. Every piece is

Guaranteed Pure

and wholesome. Made from selected beans scientifically treated to retain the full strength and flavor. Healthful as well as delicious. Take a box home to your wife or your sweetheart.

JONES & COMPANY

36 Courtland St.

FIG. 3

4. Misleading Display.—In preparing advertisements, **misleading display** should always be avoided. To make the meaning of the advertisement easy and certain, promi-

nence should be given to the right words. Some one point in the copy of the advertisement must necessarily be the strongest, and it should be made to stand out clearly above all others.

5. Displaying Too Many Features.—The fewer points emphasized, the stronger will be the emphasis. The ad-writer should avoid emphasizing everything that might be emphasized, or the advertisement will appear a mere jumble of display type and there will be no emphasis whatever to any part of it. Expert printers say, "All display means no display." The ad-writer will do well to memorize this aphorism, for he will find that most printers are disposed to display too many parts of an advertisement.

6. Three Display Colors.—The ad-writer has three colors to deal with, namely, *white*, *gray*, and *black*. The **white** is the paper. The **gray** is the body matter—a mass of small, light-faced type that gives a gray effect on white paper, owing to the predominance of surrounding white, the rapid printing, and the usual poor quality of paper and ink. The **black** is the display type and the border, but in newspapers it is seldom a pure black. Magazines and trade papers, by the use of polished-surface papers and better inks, secure a deeper black than do newspapers.

FUNCTIONS OF DISPLAY

7. Primarily, the purpose of display is to attract attention. After this has been effected, it is necessary that the display be of the kind that will please the eye, emphasize the strong features, and make the advertisement easy to read and easy to grasp.

Attention may be attracted by the unusual appearance of the entire advertisement or by the contrast between its light and dark portions. The strongest contrast is secured by concentrating the black and gray portions. For example, one or two display lines in large type will stand out much stronger than several display lines in small type. A single

mass of body matter will contrast better with display lines and white space than will several small masses of body type. Plenty of white space between the black and gray masses will make these masses more prominent than they would be if the white space were scattered throughout the advertisement.

8. In order to please the eye, the display should be well balanced and harmonious. Grotesque arrangements of the various display elements should be avoided. They may attract the eye by their novelty, but they usually lessen the legibility of the advertisement, and the final impression is not pleasing.

Overbalancing of any of the three colors should be avoided; that is, neither the display lines nor the border should be too heavy, and there should not be too much body matter nor too much white space. It is sometimes well to break up large masses of body matter by means of secondary displays or by the use of white space. In this way it is possible to prevent the impression of tediousness that may be conveyed to the reader by a large mass of compact body type. Care, however, should be taken to avoid producing a scattered effect, as this will not give the proper contrast.

9. In making an advertisement easy to read, both the heading and the secondary display lines will be found of assistance, because, when properly used, they emphasize the important ideas. Secondary display lines may also be used to show where a new idea is to be introduced. The value of white space in making an advertisement more readable lies in the use of margins, space between the display lines and body matter, and spaces between the lines of body matter itself.

10. To make an advertisement easy to grasp, it should be so arranged that the general idea to be conveyed by it will be evident at a glance. To effect this arrangement, the main features of the advertisement should be made prominent, and the heading should be made as bold as is consistent with its length and the size of the advertisement. If

the price of the article to be sold is a prominent selling point, it also should be displayed. The firm name may be given some prominence, but, except in large department-store advertising, this part of the advertisement is usually subordinate to the other display. In an advertisement displayed in accordance with these principles, the reader learns at a glance what kind of an article is for sale, its price, and where it may be bought, and if it is something that interests him, he will be encouraged to read the details. Even if he does not always read all the details, the few points displayed have given him a concise summary of the advertiser's message.

GENERAL DISPLAY ELEMENTS

11. In laying out an "all-type" advertisement—one that does not contain an illustration—the ad-writer may make use of seven general display elements: (1) *white space*, (2) *border*, (3) *heading*, (4) *subheads*, (5) *body matter*, (6) *prices*, and (7) *signature and address*. These seven elements may be used in all classes of advertisements, but frequently one or more of them are omitted.

USE OF WHITE SPACE

12. White Space as a Background.—The simplest way to treat the white space in an advertisement is to consider it as a background on which the other elements of the advertisement are arranged. The important features of the advertisement should be emphasized by the contrast between the black and the white. The less important features, the minor displays and text matter, should be gray contrasted with white. The body type should be subordinated so that it will not detract from the strength of the display. In this way, all the features will be made to harmonize, and the important points will stand out prominently with due regard to their relative importance, the whole resulting in a pleasing effect.

Display and body type should not be crowded against each other or against the border, but should be separated so as to leave the proper amount of white background showing through. This will sharpen the contrast between the display and body portions and will give the entire advertisement a more readable appearance.

Care should be taken, however, not to leave too much white space between the several parts of the advertisement, as this will make the advertisement appear disjointed and weak; besides, when white space costs from $1 to $50 an inch, it must be used economically. The white space between the upper border and the top display should never be less than the white space between the top display and the following body matter.

13. Margin.—Technically speaking, the **margin** of an advertisement is a strip of white space extending entirely around the type matter, between it and the border. The width of the regular margin may be determined by measuring the space from the end of the longest type line to the side border.

When a number of lines of even length are set in a *narrower measure* (a printer's term meaning "a shorter line") than the other type, thus increasing the regular margin, that portion is said to be *indented*, or *held in*.

By referring to Fig. 4, it will be seen that the regular margin is about 12 points, because the W in "Walkaway" of the second line of the heading, which is the longest line of the advertisement, is separated from the border by about 12 points of white space. The body matter, however, is set just 9 picas wide and therefore has a total margin of almost 2 picas, the 2-point border on each side taking away 4 points. The eleven words displayed in the center are held in, or indented, 12 points more.

NOTE.—Not all the advertisements reproduced in this Section are examples of superior copy. The object of the examples is to make the principles of display clear.

14. Purpose of the Margin.—The margin of an advertisement corresponds with the mat of a picture, separating

the type picture from the border. If handled skilfully, it aids greatly in securing proper contrast.

15. Indenting.—Setting the type in a narrower measure, or **indenting**, as it is called, serves to increase the effect of the margin by leaving white space where it is needed, and

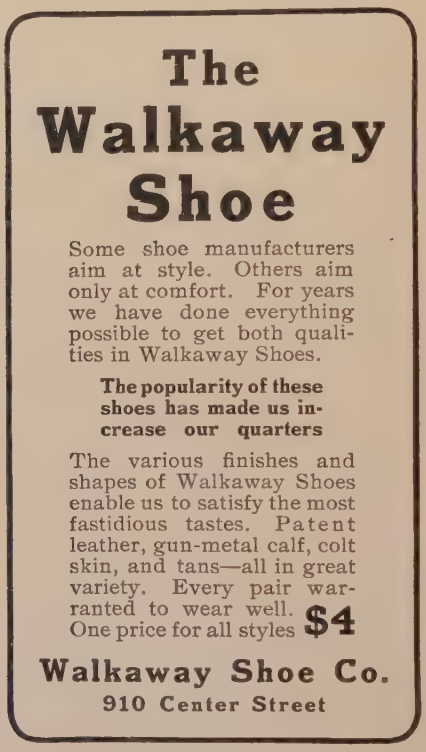

The
Walkaway
Shoe
Some shoe manufacturers aim at style. Others aim only at comfort. For years we have done everything possible to get both qualities in Walkaway Shoes.
The popularity of these shoes has made us increase our quarters
The various finishes and shapes of Walkaway Shoes enable us to satisfy the most fastidious tastes. Patent leather, gun-metal calf, colt skin, and tans—all in great variety. Every pair warranted to wear well. One price for all styles $4
Walkaway Shoe Co.
910 Center Street

FIG. 4

A 4-inch, single-column, newspaper advertisement with body matter set in 8-point Old-Style Roman and display lines in Foster

also to attract the attention of the reader. Display lines are often made more prominent by having them project out over indented body matter, as in the advertisement shown in Fig. 4.

16. Proper Width of Margins.—The amount of margin that should be used depends on the character and size of the

advertisement. A closely set advertisement, with little white space between the lines, requires less margin than a light, or open, advertisement. If the border is light, not so much white margin is needed as where a heavy, dark border is used. In mail-order advertisements, where much matter must be set in small space, and in department-store advertisements arranged in panels, the margins should be narrow. In other classes of retail advertisements and in general and trade-paper advertisements, liberal margins are often advisable.

The margin of an advertisement should appear to be evenly distributed all around the type matter. When there is a short display line at the extreme top or at the extreme bottom, there may be a less space between the line and the border, because the extra white space at the ends of this short line will make the margin appear equal to the side margins. For an example of this principle, see the display of the word "The" in Fig. 4 and the short address line; observe, also, how the address line in Fig. 6 is placed nearer the lower border without apparently reducing the margin.

17. Exceptionally Wide Margins.—Where most of the other advertisements on a page are set solid, a strong contrast can be secured by using a band of white space, or margin, between the type and the border. The eye will be immediately attracted by the white space. Fig. 5 shows an advertisement in which the use of bands of white space gives stronger contrast. This style of display is commendable only in cases where the advertiser can buy space cheaply and has little text matter to use.

BORDERS

18. Generally speaking, a **border** may be used in any advertisement smaller than one page of the publication in which it appears. The border serves to separate the advertisement from surrounding matter and to unite the various elements of the advertisement into one pleasing whole, thus

To Palestine
At Our Expense

Would your church or school like to honor your pastor or superintendent by giving either or both such a tour? Would you like to go yourself, if you could?

A postal card asking about the Palestine Plan will secure full information.

The Sunday School Times Co., 1031 Walnut Street, Phila., Pa.

FIG. 5

A 2-column advertisement that is a good example of the free use of white space in the margins. The display lines are in Post Old Style, and the body matter in 12-point Old-Style Roman. The border is 6-point plain rule with beveled corners

Men's Fedora Hats

For comfort in wearing, the Fedora Hat is unexcelled. It conforms to the shape of the head without the necessity of tight fitting. Its dressy style makes it appropriate for almost every occasion when a good appearance is desired. Our Special Men's Fedora is made of the very best material, and the workmanship is guaranteed. We can fit any head. Crowns, 5 to $6\frac{1}{4}$ inches; sizes $6\frac{1}{4}$ to $7\frac{3}{4}$. Colors: steel, black, brown, and gray. Price, **$2.95**

Walter Jones, The Haberdasher

1422 Germantown Avenue

FIG. 6

A 2-column, newspaper advertisement showing the use of 6-point border reinforced with 1-point rule on inside. The display is in Quentell, and the body matter in 10-point Old-Style Roman. Note that all display lines are in upper and lower case

THE average man in these days is too busy to keep informed as to the details of correct style; but he realizes that it pays to have that kind of clothes; and that's the kind he wants.

He knows fairly well what suits him in pattern and weave of fabric; he can tell by the mirror and the obliging friend if "it fits." But the average man takes his style in clothes as he takes his law or his medicine—on somebody else's advice.

Now, we're in the "style business"; we know and produce the correct style often far ahead of other makers, and even of custom tailors. We put our name and label on our product, not simply as an identification, but as an assurance. When you see that label you may be sure of correct style; of careful, honest, high-class tailoring; of all-wool fabrics; and not a suspicion of the mercerized-cotton cheat.

Better have our label to rely on; it's a small thing to look for, a big thing to find

HART, SCHAFFNER & MARX

Good Clothes Makers

FIG. 7

A 2-column, newspaper advertisement, set in 12-point Old-Style Roman, with wide margins and no heading. A double rule made by placing 2-point and 1-point rules side by side is used for the border

giving a finished appearance. Sometimes even so large an advertisement as a full newspaper page is improved by a border. The border perhaps does more to give shape and individuality to an advertisement than any other display element. Compare the advertisements shown in Figs. 2 and 3 and note the improvement made by the addition of a border.

19. Methods of Using Borders.—The simplest way to use a border is to run it entirely around the advertisement, having the corners square, as shown in Figs. 6 and 7; but this arrangement is in such common use that even a slight deviation from it usually gives the advertisement more prominence. The mere substitution of round for square corners, as in Fig. 4, will sometimes make an advertisement stand out more conspicuously, because of the contrast of the curved border with the square-cornered space in which the advertisement appears. Even beveled corners, like those in Fig. 5, give a little distinctiveness. A few more variations in arrangement of borders are shown in Figs. 8, 9, 10, and 11. Many others can also be seen in the various exhibits of this Section.

Fig. 8 shows a double-rule border broken at both sides so as to allow display lines to project through. This border is made of 4-point and 1-point rule. In carrying out an arrangement of this kind, a band, or margin of white space should be left outside the border, in order to emphasize the effect and add still further to the prominence of the advertisement. Of course, this somewhat reduces the available space inside the border. Fig. 9 shows the same idea applied to an advertisement in which the main display is in the center.

Fig. 10 illustrates a border arrangement that is very effective when the heading is composed of two short lines —the second shorter than the first—and both lines are set in type of large size.

Fig. 11 shows an advertisement with partial border effects. Such display plans are most effective when parallel

Warner Graphophones

Entertain All

This thoroughly practical home-entertainment Graphophone is made expressly for us by the manufacturers. We offer it to our customers as a talking machine that is more brilliant in its reproduction and in every way better than any other low-priced machine in the market. It is very powerfully made throughout, with perfectly adjusted clockwork spring motors.

Price Only $10

When you consider that you can buy 50 different records and selections—the very best musical and talking records—for $8.50, and that the Graphophone is only $10, there seems no reason for any one being without entertainment.

Taylor & Co.

110 Hemlock Ave.

FIG. 8

A combination border of 4-point rule and 1-point rule. The display is in Extended Woodward; the body type, 10-point Old-Style Roman

A Novel of Mystery

"Armitage" deals with a political intrigue involving a scion of Hapsburg, a young American girl, and two United States army officers as the chief characters. The plot is complicated in the extreme. The political methods of medieval and modern Europe are matched against the brains and strategy of the American soldiers.

Armitage

Armitage has not a single dull page. From the very beginning the plot holds the reader's attention with a fascination seldom aroused by a novel. John Armitage is a character whose resources are limitless, while the Count Bornso has the training of a Vienna Court behind him. There is no forecasting the sequel. At one moment Armitage seems utterly checkmated by the wily count, only to achieve by his strategy a complete reversal of his fortunes. For sale by all book stores. Price, $1.50.

Bobbs=Mead Co., New York

FIG. 9

A double-column advertisement, showing a method of breaking the border to give greater prominence to the display lines. Six-point Magazine border is used. The main display line is in Post Old Style; headline and name in Blanchard Condensed; the body matter in 8-point Old-Style Roman. Note that the word "Armitage" is set 26½ picas, while the border is set 23 picas. This allows about 21 points of white space on the outside of the border on both sides

rules, composed of a heavy and a light rule close together are used. In this instance 12-point and 1-point rules are used, with a space of 2 points between.

20. Plain vs. Ornamental Borders.—Generally speaking, the border arrangements just described and similar

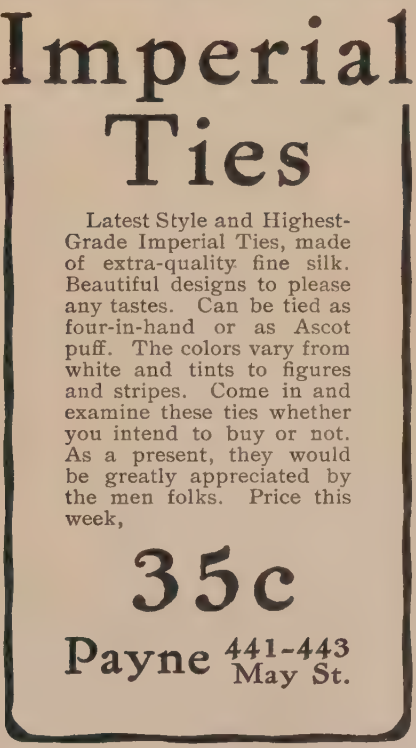

Imperial
Ties
Latest Style and Highest-Grade Imperial Ties, made of extra-quality fine silk. Beautiful designs to please any tastes. Can be tied as four-in-hand or as Ascot puff. The colors vary from white and tints to figures and stripes. Come in and examine these ties whether you intend to buy or not. As a present, they would be greatly appreciated by the men folks. Price this week,
35c
Payne 441-443 May St.

FIG. 10

An effective use of 6-point Bowman border, in a single-column newspaper advertisement. The display lines are in Powell type; the body matter in 8-point Old-Style Roman, solid

arrangements should be made only of plain, rugged, or parallel rule. Ornamental borders, unless continuous and much like rule borders, do not lend themselves well to anything but the common arrangement, in which the border is run entirely around the advertisement.

Plain-rule borders are stronger and more dignified than ornamental borders. At the same time, an ornamental border often contrasts well with an all-type advertisement and relieves its severity somewhat. If most of the advertisements in a publication are set with plain borders, an advertisement surrounded by an ornamental border will stand out well, because of the contrast. Ornamental borders sometimes add an artistic effect that plain borders

It is pure of the purest, with a sparkle its own,
Of the delicate flavor that long lingers on;
Thorough-bred, thorough-ripened, for long years it has lain,
Till it's rich, rare and royal—The Great Western Champagne.
The fine wine grape, possessing the same qualities as those grown in France, with the French method of making, give
Great Western
Extra Dry
Champagne
the exquisite taste and sparkling effervescence of the best foreign wines. Great Western is made under the same identical methods as the most select French Champagnes, and it is aged for five years in the same kind of cellars. This gives Great Western an excellence which the French connoisseurs themselves recognize.
Nearly one hundred years of cultivation of Great Western vineyards in New York State have given the soil the elements that produce the same peculiar quality Champagne grape as grown in the famous vineyards of France.
At the Paris Exposition Great Western Champagne was awarded a gold medal for quality.
Great Western Champagne costs 50% *less* than the imported. The U. S. Custom House receives no revenue from Great Western and you get 100% *wine value.*
Try Great Western—we like comparisons
PLEASANT VALLEY WINE CO., Sole Makers, RHEIMS, N. Y.
Sold by dealers in fine Wines and served in Hotels, Restaurants and Cafes.

FIG. 11

A half-page magazine advertisement, using Blanchard for display. Note the method of setting the poem at top, and the main display slightly above the center. The partial border consists of 12-point and 1-point rules. The subsidiary note near the end of the advertisement is set in a size smaller than the body matter. Reduced from 5½ inches wide

do not give. Ornamental borders, unless very small or almost plain, are likely to detract from the strength of an illustration, though if the selection is carefully made it is possible to use a harmonious ornamental border that will add to the strength of an illustration. Ornamental borders must be used very judiciously, and, if there is any doubt as to what style of border to use, a plain- or parallel-rule border of appropriate width should be specified. Such borders can be

used with propriety and with good results in advertisements of any character.

21. Sizes of Plain-Rule Borders.—For the smaller advertisements, 1-, 2-, 3-, 4-, and 6-point rule borders may

Silk Warp
Lansdowne
The ever fashionable dress fabric.
The bloom of its silk warp, the strength of its saxony wool weft combine to give it the beauty and advantage of pure silk without any of its faults.
Made in 60 shades, tints and colors. Imitated, but easily identified by the perforation.
WM. F. READ
every 3 yards on the selvedge
FOR SALE AT ALL GOOD STORES

FIG. 12

A 3⅝-inch manufacturer's advertisement from a woman's publication having a 13¼-pica column. Note the squared effect of the headlines. The border is appropriate for the subject of the advertisement. The headlines are in 24-point Powell. The name "Wm. F. Read" is printed from hand-drawn lettering. The body of the advertisement is in 8-point Old-Style Roman, leaded. There is a margin of nearly 2 picas between the body matter and the border

be effectively used. For double-column and larger advertisements, 12-point, plain-rule borders may occasionally be used, but ordinarily, 6-point is heavy enough. A 12-point, plain-rule border on a single-column newspaper or maga-

zine advertisement would look too heavy. Most printers can furnish round corners for any of these rules. An exhibit of plain-rule borders is shown in *Type and Type Measurements*, Part 1.

22. Parallel-Rule Borders.—Borders consisting of two rules of equal thickness placed side by side, as in Figs. 12 and 21, are called **parallel-rule borders.** Such borders form a pleasing variation from plain-rule borders, and may be used when a lighter, more open effect is desired. The remarks in the preceding paragraph as to sizes of borders to use, apply in a general way to parallel-rule borders, although the lighter effect of the latter should be taken into consideration. Few printers have round corners for parallel rules. (See *Type and Type Measurements*, Part 1, for an exhibit of parallel-rule borders.)

Light parallel-rule borders with lines of equal thickness are extensively used in high-grade magazine advertisements, where they are very effective. Fig. 12 shows a magazine advertisement with a light, 4-point, parallel-rule border. This advertisement is an example of an artistic style of setting and the free use of white space.

23. Double-Rule Borders.—If the printer does not have **double rule,** two plain rules may be used side by side as a substitute. Combinations of rules of different faces, with 2, 4, or 6 points of white space between them, are effective for double-column and larger advertisements. The border used in Fig. 8 is made up of 4-point and 1-point rules. The border in Fig. 11 is composed of 12-point and 1-point rules. When so combined, rules can have square corners only. *Type and Type Measurements*, Part 1, shows various combinations of double-rule borders.

24. Width of Ornamental Borders.—The proper width of ornamental border to use depends largely on the character of the border. If its general effect is light, a 12-point ornamental border may be used even in a single-column advertisement. In fact, the 6-point size of a light-faced border might appear too weak for such an advertise-

ment. So far as its general color effect is concerned, a heavy ornamental border should be treated much the same as a plain-rule border.

25. Paneled Borders.—Individuality—that "different look"—can sometimes be secured by the use of simple panel arrangements of the border. Simplicity should always be kept in mind, however, or the strength of the display plan will be lessened. Small advertisements do not lend themselves to panel effects as a rule, because the panels must necessarily be small; and the subdivision of a small space tends to weaken the whole effect. In advertisements larger than 4-inch magazine column and as large as 3 or 4 inches double newspaper column, panels may be used with good results provided care is taken to preserve strength and contrast. Do not use a panel if it merely cuts off part of an advertisement and makes it appear to be part of another advertisement.

Paneled borders may be arranged with the panels one under the other, as shown in Fig. 13, or side by side, as shown in Fig. 14. Using the border in the manner shown in Fig. 13 gives particular distinction to the heading. Effects like that shown in Fig. 15 are often effective, as they give the appearance of three columns. Panels may be joined as in Figs. 13 and 15, or they may be separated by a narrow strip of white space, and connected by short pieces of rule or by display lines, as in Fig. 14; and so on.

26. Special Borders.—Some advertisers use drawn ornamental borders designed especially for them, as in the advertisement shown in Fig. 16. Such borders, because of their contrast with the ordinary run of borders, usually make an advertisement more prominent. If the same style of border is used continuously, it will give a firm's advertising matter prominence, causing the public to recognize the advertisements at a glance. Many large department-stores use special borders.

27. Curved and Odd-Shaped Borders.—It has been shown that a slight deviation from the common rectangular

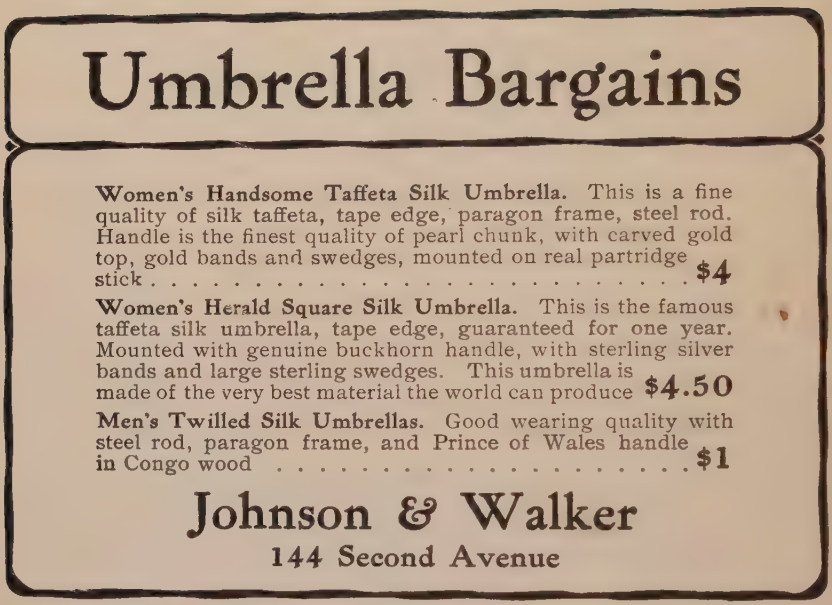

Umbrella Bargains
Women's Handsome Taffeta Silk Umbrella. This is a fine quality of silk taffeta, tape edge, paragon frame, steel rod. Handle is the finest quality of pearl chunk, with carved gold top, gold bands and swedges, mounted on real partridge stick $4
Women's Herald Square Silk Umbrella. This is the famous taffeta silk umbrella, tape edge, guaranteed for one year. Mounted with genuine buckhorn handle, with sterling silver bands and large sterling swedges. This umbrella is made of the very best material the world can produce $4.50
Men's Twilled Silk Umbrellas. Good wearing quality with steel rod, paragon frame, and Prince of Wales handle in Congo wood $1
Johnson & Walker
144 Second Avenue

FIG. 13

A 2-column, newspaper advertisement using 6-point Bowman border with a joined-panel effect. Note the run in subheads and bold-faced figures for prices. The display is in Powell; the body matter in 8-point Old-Style Roman

Breakfast Dainties
Puffed Wheat Berries
The whole-wheat berry is retained in its full strength in our Puffed Wheat Berries, and the nutriment is thereby greatly enhanced. It makes a delicious breakfast dish when served with cream.
30c pkg.
Manchester Farm Sausage
This sausage is made from meat guaranteed strictly fresh and wholesome. The cattle were raised on our famous Manchester Farm and were fed on the best food-producing products. For a tasty breakfast dish, Manchester Farm Sausage cannot be excelled. For today only,
23c lb.
The Arcade Market, 46 Vine Street

FIG. 14

A double-panel effect in a 2-column, newspaper advertisement made by using 4-point rule with round corners, connected by display lines. The display is in De Vinne; the body matter in 8-point Old-Style Roman

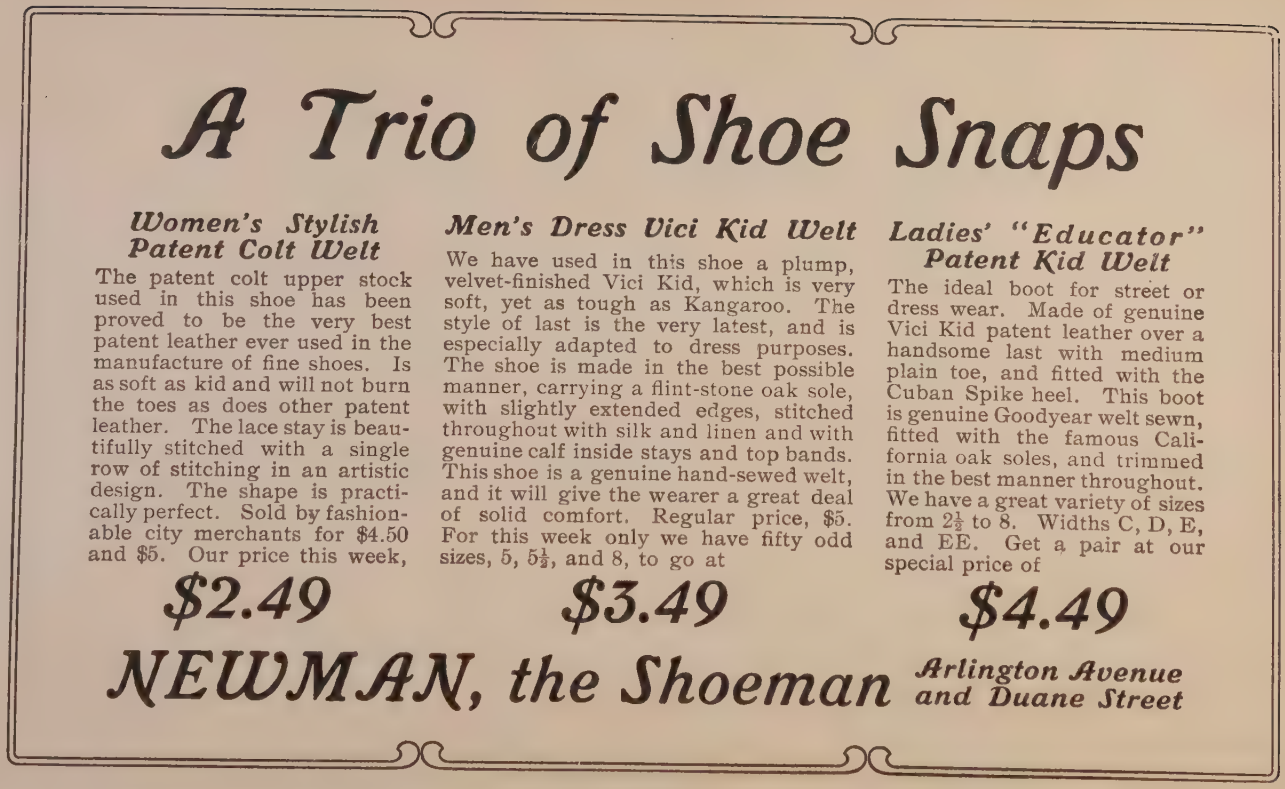

A Trio of Shoe Snaps
Women's Stylish Patent Colt Welt
The patent colt upper stock used in this shoe has been proved to be the very best patent leather ever used in the manufacture of fine shoes. Is as soft as kid and will not burn the toes as does other patent leather. The lace stay is beautifully stitched with a single row of stitching in an artistic design. The shape is practically perfect. Sold by fashionable city merchants for $4.50 and $5. Our price this week,
$2.49
Men's Dress Vici Kid Welt
We have used in this shoe a plump, velvet-finished Vici Kid, which is very soft, yet as tough as Kangaroo. The style of last is the very latest, and is especially adapted to dress purposes. The shoe is made in the best possible manner, carrying a flint-stone oak sole, with slightly extended edges, stitched throughout with silk and linen and with genuine calf inside stays and top bands. This shoe is a genuine hand-sewed welt, and it will give the wearer a great deal of solid comfort. Regular price, $5. For this week only we have fifty odd sizes, 5, 5½, and 8, to go at
$3.49
Ladies' "Educator" Patent Kid Welt
The ideal boot for street or dress wear. Made of genuine Vici Kid patent leather over a handsome last with medium plain toe, and fitted with the Cuban Spike heel. This boot is genuine Goodyear welt sewn, fitted with the famous California oak soles, and trimmed in the best manner throughout. We have a great variety of sizes from 2½ to 8. Widths C, D, E, and EE. Get a pair at our special price of
$4.49
NEWMAN, the Shoeman
Arlington Avenue and Duane Street

FIG. 15

A triple-panel effect in a 3-column newspaper advertisement, produced by using the curved sections that are made with outline 6-point Stylus border. The display lines are in Post Old-Style Italic; the body matter, in 8-point Old-Style Roman

form sometimes makes an advertisement more prominent, causing it to command more attention. It is permissible to carry the principle even further and use such unusual border shapes as circles, ovals, diamonds, etc. Circular effects are

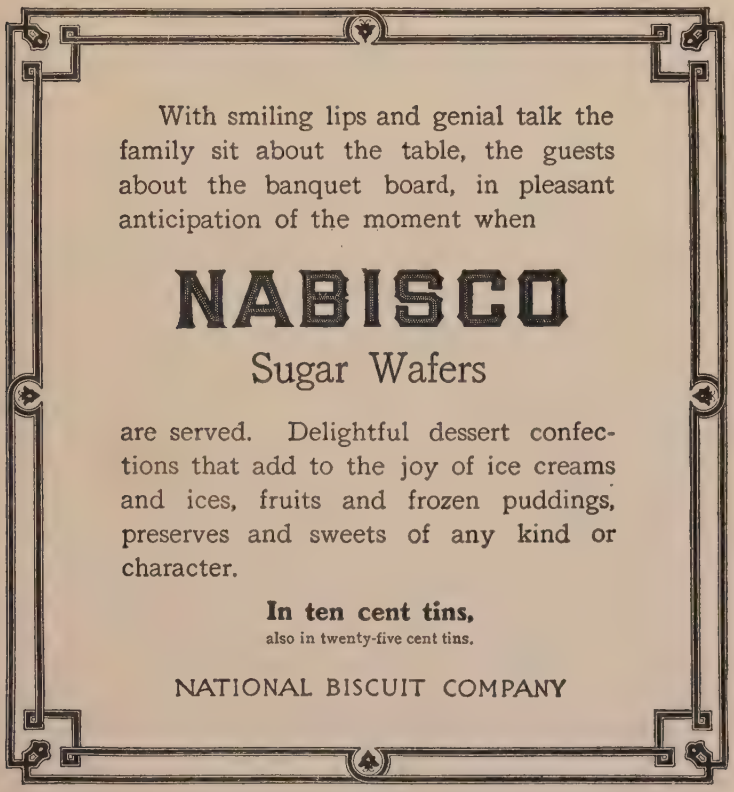

With smiling lips and genial talk the family sit about the table, the guests about the banquet board, in pleasant anticipation of the moment when
NABISCO
Sugar Wafers
are served. Delightful dessert confections that add to the joy of ice creams and ices, fruits and frozen puddings, preserves and sweets of any kind or character.
In ten cent tins,
also in twenty-five cent tins.
NATIONAL BISCUIT COMPANY

FIG. 16

This advertisement shows a specially drawn border used by the National Biscuit Company on many of its advertisements. The word "Nabisco" in the center is in hand-drawn letters. The body is in 12-point Cardinal, leaded; "Sugar Wafers" is in 18-point Cardinal; "In ten cent tins" is in 10-point Ben Franklin; while the name of the company is in a drawn letter equivalent to 10-point. Reduced from 4⅜ inches wide

shown in Figs. 17 and 18. Figs. 19 and 20 show examples of oval advertisements, while the diamond is brought out in the advertisement shown in Fig. 21. Other odd shapes are shown in Figs. 22 and 23. Figs. 21, 22, and 23 are appropriate because

the general shape of the advertisements conforms to the name or character of the articles, but are recommended only for that reason. Advertisements of this kind attract attention both by reason of the unusual shape and the contrast afforded by the masses of white space. The most satis-

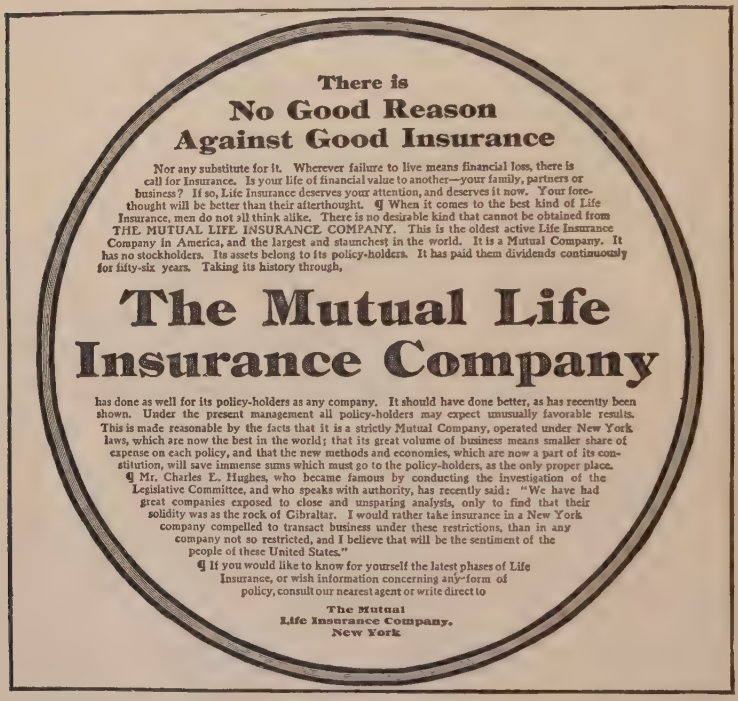

There is
No Good Reason
Against Good Insurance
Nor any substitute for it. Wherever failure to live means financial loss, there is call for Insurance. Is your life of financial value to another—your family, partners or business? If so, Life Insurance deserves your attention, and deserves it now. Your forethought will be better than their afterthought. ¶ When it comes to the best kind of Life Insurance, men do not all think alike. There is no desirable kind that cannot be obtained from THE MUTUAL LIFE INSURANCE COMPANY. This is the oldest active Life Insurance Company in America, and the largest and staunchest in the world. It is a Mutual Company. It has no stockholders. Its assets belong to its policy-holders. It has paid them dividends continuously for fifty-six years. Taking its history through,
The Mutual Life Insurance Company
has done as well for its policy-holders as any company. It should have done better, as has recently been shown. Under the present management all policy-holders may expect unusually favorable results. This is made reasonable by the facts that it is a strictly Mutual Company, operated under New York laws, which are now the best in the world; that its great volume of business means smaller share of expense on each policy, and that the new methods and economies, which are now a part of its constitution, will save immense sums which must go to the policy-holders, as the only proper place. ¶ Mr. Charles E. Hughes, who became famous by conducting the investigation of the Legislative Committee, and who speaks with authority, has recently said: "We have had great companies exposed to close and unsparing analysis, only to find that their solidity was as the rock of Gibraltar. I would rather take insurance in a New York company compelled to transact business under these restrictions, than in any company not so restricted, and I believe that will be the sentiment of the people of these United States." ¶ If you would like to know for yourself the latest phases of Life Insurance, or wish information concerning any form of policy, consult our nearest agent or write direct to
The Mutual Life Insurance Company, New York

FIG. 17

A very strong advertisement. The display type is De Vinne Bold that has been stippled. The outline border is grained so as to produce the same light effect as the type. The body matter is in John Alden. The circle was drawn and engraved, and type inserted in a mortise left for this purpose. Reduced from 42 picas wide

factory results in producing such advertisements are secured by having the odd-shaped borders drawn and engraved, and then having the type inserted in the mortise left in the engraved plate. This plan will insure excellence and uniformity of design and will save time in the composing room. It is poor policy to have the printer undertake to set up

For Whom
Is Life Insurance?
It is not for the rich, nor the independent, nor the selfish. It is for the man who recognizes responsibility; for the man who will discriminate—who will take the money he needs for other things and put it in Life Insurance because he sees that the protection of his loved ones after his departure is the greatest need of all. Such a man is worth insuring, and such a man should be sure of his insurance.
The Mutual Life Insurance Company
offers such a man something as good as gold; a bond of the United States could be no better. Its policies give the maximum of security at the minimum of cost. In sixty-four years of history it has paid more money to beneficiaries than any other Company in the world. If you have obligations; if your life means something to others, insurance is for you. Investigate the cost of absolute protection in the Mutual Life.
The Time to Act is NOW.
For the new forms of policies consult our nearest agent, or write direct to
The Mutual Life Insurance Company of New York, N. Y.

FIG. 18

A double-circle effect. These circles were drawn and a plate made and mortised for the insertion of type. The display lines are in the Ben Franklin series. The body matter is Modern Roman. Reduced from 33 picas wide

Ready!
Last winter
Kimball's
Dairy Farmer
installed a new Printing Press, and are now installing a new equipment of Folding Machinery, to take care of the rapidly increasing subscription list. It is now 25,000, and bids fair to reach 35,000 next Fall. Looks as if there would be something doing soon about a raise in rates, but it's 10c per line now. Mighty low, quantity and quality of circulation considered.
Kimball's Dairy Farmer
Waterloo, Iowa.

FIG. 19

The top line of display in this advertisement is in 18-point Cheltenham Italic; the two lines at the bottom are in 6-point Cheltenham Italic; the words "Kimball's Dairy Farmer" are in 18-point Cheltenham; and the body matter, in 5½-point Old-Style Roman, solid

Karo
CORN SYRUP
CANE FLAVOR
For
"Goodness"
Sake Get
Karo
CORN SYRUP
A Treat That
Makes You Eat
Karo Corn Syrup is more than "goodness" — it's a food so valuable in its properties that authorities class it high among food products. Not only nutritious, but delicious—a golden syrup of exquisite flavor that pleases all palates. For every use from griddle cakes to candy.
10c, 25c and 50c in air-tight tins.
CORN PRODUCTS MANUFACTURING COMPANY.

FIG. 20

A 6-inch, single-column, newspaper advertisement (slightly reduced in this illustration) in which a drawn oval border has been used to give an unusual appearance. The word "Karo" is hand-drawn

designs in the shape of diamonds, ovals, circles, etc., with type breaking through the border, or to ask them to join borders to illustrations. Few printers are equipped for such work, and even if they consent to try it, the result will usually be disappointing and not nearly so effective as a drawn border. If the advertisement is not to be changed, the type may be set in the mortise of a drawn border, and the whole design can then be electrotyped in quantities and sent to any number of publications, thus insuring an exact reproduction of the advertisement in all of them. It should be remembered, however, that all mortises with slanting sides, such as cuts like Figs. 21 and 22 have, give the printer extra trouble.

HEADINGS

28. The **heading** of an advertisement is the typographical guide post to the reader's eye, and it should therefore be a strong typographical feature. A heading is not nearly so conspicuous or impressive when several other parts of the advertisement in type of the same or almost equal strength are clamoring for recognition.

As bold an effect in the heading as is consistent with the length and size of the advertisement should be sought. Small type should be avoided, as it will not afford sufficient contrast to the body matter and will prevent the reader from grasping the meaning of the heading quickly. In magazine advertisements that are only about an inch deep, large type cannot be used if the heading consists of three or four words, but, as a general rule, if the space is small, it is better to cut down the descriptive matter than to weaken the heading by setting it in type that is too small. In other words, an effort should be made to have the main display as bold as if the advertisement were much larger.

29. Sometimes a strong effect can be obtained by running a small display at the top of the advertisement and the main display in the center. When this plan is followed, the advertisement should be well balanced and the center

CUT GLASS
VASES
Cut glass is as different from ordinary glass as pewter is from silver. It lends an air of refinement and richness to a sideboard or table that intuitively instills in the mind of a visitor that good taste predominates in the governing of the household. When lit up by a gas lamp or electric light, our cut glass scintillates rays of beautifully colored light, like cut diamonds.
Diamond Brand
Cut glass was introduced 50 years ago, and has met with the approval both of connoisseurs and householders. To introduce this ware, we offer this week a fine 16-inch Diamond Brand Cut Glass Vase, made on the latest Viola improved pattern. for the very low price of
50¢
JONES COMPANY
Main St.

FIG. 21

The display lines in this advertisement are set in Foster; the body matter in 8-point Old-Style Antique. Note the method of displaying price, also of centering all the display lines

Drink Pure Water
The public health depends very largely on the quality of the water used for drinking purposes. Analysis has shown that water drawn from the tap is likely at any time to have typhoid-fever germs in it. This fact is brought home to us by the 75 cases of this disease this month. Are you endangering your own and your family's health by drinking city water?
Keystone Springs
are located up in the mountains, eight miles away from the contaminated reservoirs, and the water is placed in air-tight, two-gallon bottles, absolutely germ-proof. Delivered at your door every day for 7 cents a gallon.
DAVIS & GREGG
237 Main Street

FIG. 22

A keystone-shaped border drawn and mortised for the reception of type. The display lines are in Foster; the body matter, in 8-point Old-Style Antique, leaded

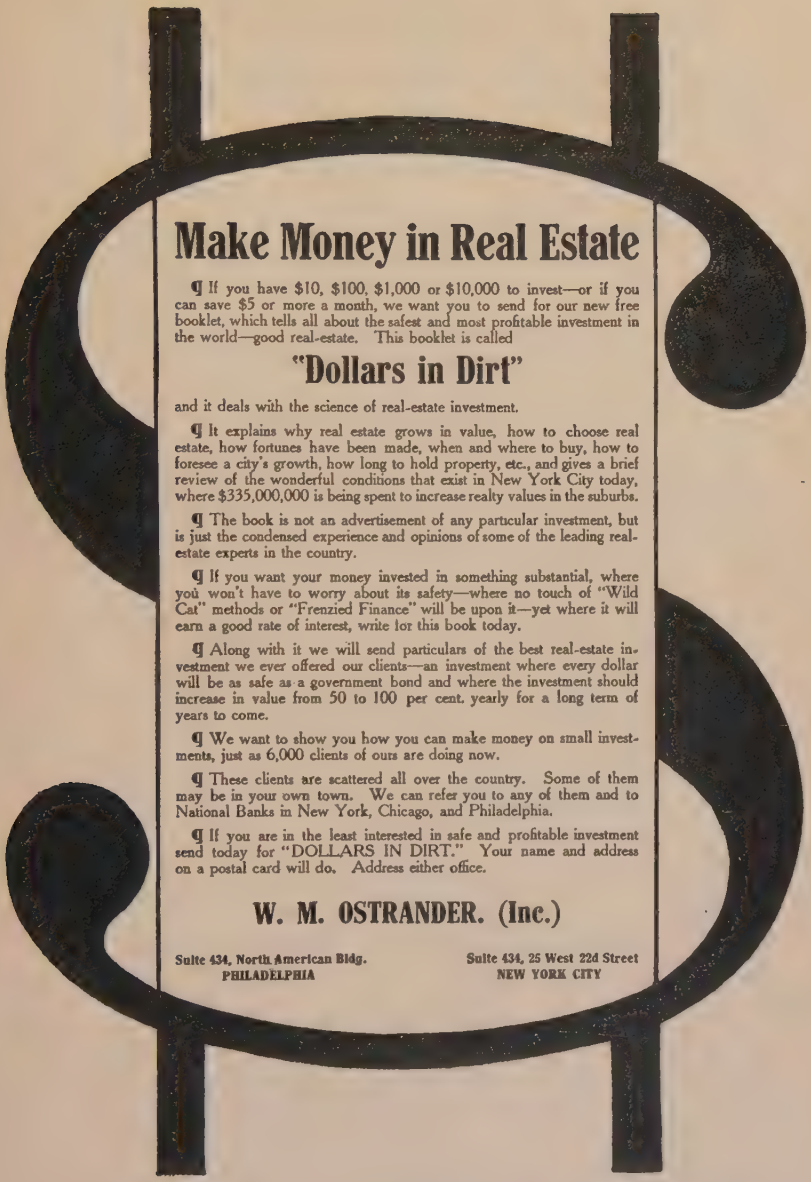

Make Money in Real Estate
¶ If you have $10, $100, $1,000 or $10,000 to invest—or if you can save $5 or more a month, we want you to send for our new free booklet, which tells all about the safest and most profitable investment in the world—good real-estate. This booklet is called
"Dollars in Dirt"
and it deals with the science of real-estate investment.
¶ It explains why real estate grows in value, how to choose real estate, how fortunes have been made, when and where to buy, how to foresee a city's growth, how long to hold property, etc., and gives a brief review of the wonderful conditions that exist in New York City today, where $335,000,000 is being spent to increase realty values in the suburbs.
¶ The book is not an advertisement of any particular investment, but is just the condensed experience and opinions of some of the leading real-estate experts in the country.
¶ If you want your money invested in something substantial, where you won't have to worry about its safety—where no touch of "Wild Cat" methods or "Frenzied Finance" will be upon it—yet where it will earn a good rate of interest, write for this book today.
¶ Along with it we will send particulars of the best real-estate investment we ever offered our clients—an investment where every dollar will be as safe as a government bond and where the investment should increase in value from 50 to 100 per cent. yearly for a long term of years to come.
¶ We want to show you how you can make money on small investments, just as 6,000 clients of ours are doing now.
¶ These clients are scattered all over the country. Some of them may be in your own town. We can refer you to any of them and to National Banks in New York, Chicago, and Philadelphia.
¶ If you are in the least interested in safe and profitable investment send today for "DOLLARS IN DIRT." Your name and address on a postal card will do. Address either office.
W. M. OSTRANDER. (Inc.)
Suite 434, North American Bldg.
PHILADELPHIA
Suite 434, 25 West 22d Street
NEW YORK CITY

FIG. 23

A very strong drawn design appropriate for financial advertising. The display lines are in John Hancock Condensed, and body matter in 8-point Cheltenham. Note use of paragraph marks before first line of every paragraph

display should stand out stronger than the other displays. The display in Figs. 9, 17, and 18 afford good examples of this style.

Care should be taken to see that the heading has a background of white space and that it is not crowded too close to the border or the body matter. In either case, it loses strength. Fig. 24 shows an advertisement that is weak because of the way in which the display lines are set and the crowding of the matter close to the border. Fig. 25 shows the same advertisement properly displayed. The value of proper display and effective distribution of the white space is apparent at a glance.

A study should be made of the headlines of newspaper articles. In such headings the gist of an article is cleverly presented in a few words, and they should serve as an inspiration in writing headings for advertisements. It is much easier to read a heading consisting of a few words than to read a whole sentence set in heavy display type; besides, a short heading can be set in larger type and be given more prominence than a long one. Observe the heading in Fig. 25. This advertisement could scarcely be passed without the words "Automobiles Stored and Repaired" catching the eye.

30. Proper Type for Headings.—A type that can be read at a glance—an attractive, clean-cut, strong, plain letter—should be used for headings. As a rule, ornamental type is ineffective for headings, and weakens the whole advertisement. Ornamental type like a text letter can be appropriately used only in cases where there is some association between the type and the article advertised, but these instances are very rare. Sometimes, where it is desirable to have a distinctive style of letter in order that a name may be impressed on the public, it is necessary to have the name hand-drawn. The word "Nabisco" in Fig. 16 is hand-drawn.

31. Extra-Condensed Type in Headings.—The use of extra-condensed type should be avoided in headings, as

AUTOMOBILES
STORED, REPAIRED

A full line of supplies and accessories; the finest equipped garage in the state.
Tires recovered, and vulcanized work guaranteed.
We handle all the leading Cars.

Scranton Garage and Motor Car Company

BOTH PHONES. **Rear M. & M. Bank.**

FIG. 24

A poorly displayed advertisement. The white space is poorly distributed; the upper part of the advertisement is crowded, while the lower part is open. The signature is entirely too large. See contrasted setting, Fig. 25

Automobiles Stored and Repaired

A full line of supplies and accessories, the finest equipped garage in the state.
Tires recovered, and vulcanized work guaranteed.
We handle all the leading cars.

Scranton Garage and Motor Car Company
Both Phones—Rear of M. & M. Bank

FIG. 25

This advertisement contains the copy used in Fig. 24. The heading has been reset in capitals and lower case. the signature reduced, and the white space thrown more into the margins.
33 Note how much more readable this advertisement is than the one in Fig. 24

it is hard to read, and lacks the strength of condensed and medium display letters.

32. Grotesque Effects in Headings.—Headlines set in a slanting direction, that is, with one end of the line higher than the other, and those set in the form of a decided curve are hard for the printer to arrange and they cause loss of time and extra work. It is also advisable never to have a heading set so that the letters follow directly under one another, as such an arrangement causes the reader to spell out the words or to turn the page around in order to read. Such arrangements are neither original nor clever, and merely result in making the advertisement less easy to read.

33. Non-Centered Headings.—Figs. 26 and 27 show headings with display lines set on the left, a convenient method when the lines are of such length that a good balanced effect is possible. This style may be used for a heading of two lines or of several lines. Very short lines made up of words like "on," "a," etc. should be avoided in this style, as they tend to weaken the general effect.

34. "Step" Headings.—The **"step" heading,** Fig. 28, can be used to advantage in any but single-column advertisements, in which it is likely to appear crowded. The lines of such a heading should be about the same in length, and they should overlap each other well, so as to prevent a straggling effect.

35. Centered Headings.—Figs. 4, 10, and 18 show graded headings that are **centered;** that is, the center of each display line coincides with the centers of the others. This arrangement is satisfactory for two or more lines, provided they are of the proper length, but when they are of about the same length, the effect is not so good.

Fig. 29 shows a balanced centered heading. This effect, of course, cannot be secured with fewer than three lines. A common variation of this style is a heading having the middle line shorter than the other two instead of longer.

Catskill Mountains

If you want rest and recreation, pure air, pure water, boating, bathing, fishing, excellent roads for walking, driving, motoring, golf, tennis, or any or all of the enjoyments and pleasures of an ideal outing or vacation, you cannot do better than to visit the Catskill Mountains.

Low-rate tickets will be on sale May 29 and 30 to the Catskills, good for returning until June 2.

For information see any of our ticket agents or apply to

338 Fulton Street, Telephone 167 Main

726 Fulton Street, Telephone 2326 Prospect

954 Broadway, Telephone 4608 Wmsburg

"America's Summer Resorts," an interesting, illustrated booklet, mailed on receipt of a 2-cent stamp by Advertising Department, Grand Central Station, New York.

NEW YORK CENTRAL LINES

America's Greatest Railway System

FIG. 26

A 2-column, newspaper advertisement with the heading in upper left-hand corner. These two words are in Condensed Blanchard. The upper body matter is in 12-point Old-Style Antique. Observe the smaller size of type for the addresses and the note at bottom. The trade mark of the railway is here used as a signature cut. The border is 3-point plain rule with round corners

About this ELGIN in Particular

"The Watch That's Made for the Majority."

It is second nature when thinking of watches to think of ELGIN. Accuracy, reliability, durability—all these attributes of a perfect watch are expressed by this one word—ELGIN.

The name ELGIN stands for various grades of watches—varying according to the number of jewels, character of materials and workmanship entering into the construction.

The ELGIN in particular that we mention is the G. M. WHEELER Grade Movement. This designates an ELGIN of popular price—*"The Watch That's Made for the Majority."* A 17-jewel, finely adjusted movement which can be had in the various sizes for men's and boys' use, and in the models now so popular. Ask your jeweler to show it to you.

ELGIN NATIONAL WATCH CO.,
Elgin, Ill.

FIG. 27

Principal display in John Alden; body in Venezia. The chief merit of this advertisement is the unusual placing of the display on the left the full depth of the advertisement. The body is set in a narrow column at the right in 12-point. The border is a 2-point plain rule. The cut used is a line cut with a silhouette shading. Reduced from a full magazine page, 8 in. × 5½ in.

$40 China Sets Reduced to $32 this Week

Genuine Shailer, 100-Piece Dinner Set of a new and handsome shape in pure translucent white, delicately decorated. Made only by Louis Shailer, of Limoges, France. This ware is very thin, light in weight, strong, perfect in color and finish, beautiful in decoration. The design consists of a very delicate pink wild crab-apple blossom with light-green moss fern background. It has the genuine French gold nobs and handles, adding richness to the set. We have not used an illustration of this beautiful ware, as a newspaper cut could not do it justice. It must be seen to be appreciated. Each set is packed by expert packers and we guarantee against breakage in delivery.

The set consists of 12 soup plates; 12 plates, 8½ inch; 12 plates, 6½ inch; 12 cups; 12 saucers; 12 individual butters; 12 fruit plates; 1 platter, 14-inch; 1 platter, 16-inch; 1 baker; 1 round, covered dish, 2 pieces; 1 oval covered dish, 2 pieces; 1 pickle dish; 1 covered butter dish, 3 pieces; 1 sugar bowl, 2 pieces; 1 cream pitcher; 1 sauce boat, 2 pieces. These sets were low-priced at $40; unusual bargains at $32. Only 18 sets on hand.

The Friedenwald Company

Telephone, 180 Main — **986 Delaware St.**

FIG. 28

A 2-column, newspaper advertisement with a three-line "step" heading. The display lines are in MacFarland; the body matter, in 10-point Old Style Roman, with list of individual articles in 8-point solid

36. Squared Headings.—Headings in which all lines are set full measure and flush at both sides, as shown in Fig. 12, are called **squared headings.** If the lines in the heading are not quite the same in length, the discrepancy

$35.50
Parlor Sets
$22.50
A handsome five-piece parlor set at less than wholesale price. The wood is handsome selected birch with an extra hand-polish mahogany finish. Heavy carving on the back of each piece. Effective upholstering in the back with diamond tufts, and double-stuffed, stitched and ruffled front. The springs in this set are of the best high-carbon, cold-rolled steel wire, supported by steel corrugated wires that will not sag nor pull loose as will the webbing used by others. This steel support of springs in parlor suits is of our own design, was originated by us, and is found in only high-grade furniture. The bottom of each piece is left open for air and ventilation, which prevents moths and germs from breeding. A distinctive set.
The Arts & Crafts Shop

FIG. 29

A 2-column, newspaper advertisement, with balanced heading, showing a partial border effect, made by using 6-point rules with round corners. The signature is a line cut used in all the advertising of this firm, somewhat in the nature of a trade mark. The display lines are in De Vinne; body in 10-point Old-Style Roman, solid

may be overcome by *letter spacing;* that is, inserting spaces between letters to make them fill out the measure, as in the top line of Fig. 12. As a general rule, however, condensed type should not be letter-spaced, as the spacing reduces strength and legibility. Use a regular face instead.

37. Panel Headings.—A panel heading is made by running a single or a parallel rule around the heading, and either joining the panel to the border, as in Fig. 30, or setting it the same measure as the body of the advertisement within the border, as in Fig. 31. This latter style is very effective when "square" effects, as in Fig. 32, are desired, because the panel squares up the top of the advertisement. Fig. 32 in its original size was 33 picas by 48 picas. It is set in the style of the text pages of the maga-

Your Own Business
Without Capital
Unusual opportunity for clean-cut men in every locality with large Sales Company. No traveling; simply supervision of men. Contracts with leading Manufacturers assure you favorable connections.
WE TRAIN YOU BY MAIL
In industrial and financial salesmanship and management of men, granting you a liberal contract in the branch of our business you select. Annual incomes vary from $1,500 to $5,000. Write at once before your town is covered.
EMERSON SALES CO., 1414 Granby St., Norfolk, Va.

FIG. 30

A single-column, magazine, mail-order advertisement, showing a box heading and the use of a subheading in small advertisement. The border is 6-point plain rule, both square and round corners being used. The panel is made of 2-point rule and has square corners. The display is in Blanchard Condensed, and the body matter in 6-point Old-Style Roman

zine. The border used is a special 6-point border possessed by few printing offices. If this advertisement had not begun with an A, the initial would have been unsuitable, for it would throw the first letter of a word too far away from the remaining ones set in caps.

38. Unusual Locations for Headings.—While in most cases the heading is placed at the top of an advertisement, distinctive display effects may be secured by placing it lower down, as shown in Fig. 33. The chief objection to such a heading is that the eye is first attracted by the lower

display line and then has to go back to the top of the advertisement to make a beginning. In an advertisement of ordinary size, however, this objection is not a serious one. When this style is to be used, the main display should as a rule consist of the name of the article advertised. See also Figs. 11 and 17. Fig. 33 will stand close study, as it shows methods of using heading, subheading, side heading, the breaking of border to give extra space for illustrations, and

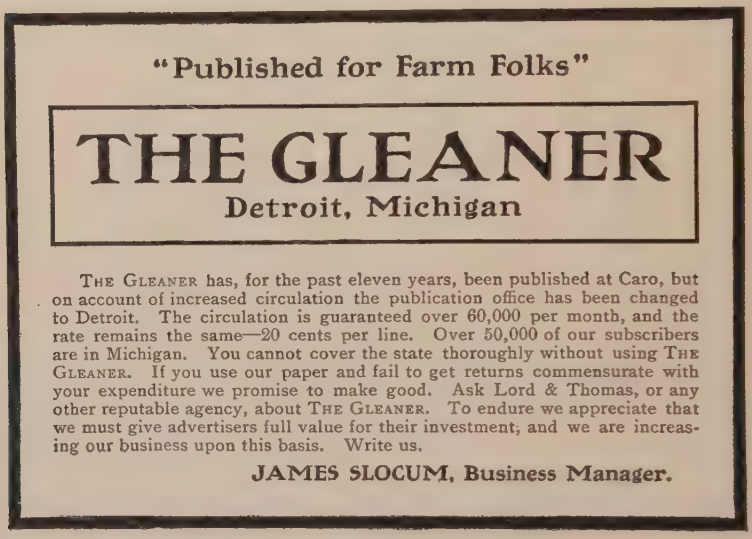

"Published for Farm Folks"
THE GLEANER
Detroit, Michigan
The Gleaner has, for the past eleven years, been published at Caro, but on account of increased circulation the publication office has been changed to Detroit. The circulation is guaranteed over 60,000 per month, and the rate remains the same—20 cents per line. Over 50,000 of our subscribers are in Michigan. You cannot cover the state thoroughly without using The Gleaner. If you use our paper and fail to get returns commensurate with your expenditure we promise to make good. Ask Lord & Thomas, or any other reputable agency, about The Gleaner. To endure we appreciate that we must give advertisers full value for their investment, and we are increasing our business upon this basis. Write us.
JAMES SLOCUM, Business Manager.

Fig. 31

A reduced half-page, trade-magazine advertisement with 6-point rule border. Note the squared shape given to the advertisement by the use of the 2-point rule border around heading. The display lines are in Hearst; the body matter, in Old-Style Roman

the use of white space between paragraphs. The paneling off of the heading of this advertisement was a detriment.

As a change from ordinary headings, it is sometimes advisable to place the heading in an unusual position, either in the upper left-hand corner of the advertisement, as in Fig. 26, or to the left of the body matter, as in Figs. 27 and 34. These advertisements attract the eye on account of the odd positions of the headings. Fig. 34 is particularly strong on account of the prominence of the heading, which,

A VIGOROUS VETERAN

Fifty-Seven Years on the Road

A SALESMAN who spends fifty-seven years on the road must know his business. He must have been a success to have made the same territory and sold the same general line of goods year after year; but that's what a good old salesman, called THE OHIO FARMER, has done and is doing to day.

He has certainly proved to be steady and energetic and enough of a good fellow to hold his friends fast for fifty-seven years.

Selling goods in the same territory since 1848 speaks well for the territory as well as the salesman.

Now, what do these years signify?

First—That the salesman is always welcomed. Second—That his friends have confidence in him and confidence in the goods he sells them. Third—That his customers want his goods; that he profits and his employers profit through him. Fourth—That they have the money and that they spend it.

THE OHIO FARMER reaches a territory in which farming is a paying industry on account of the adaptability of the soil and the readiness with which it grows all farm products. It is rich, and the grade of grains and vegetable products is of the first class and brings a ready market and top-notch prices to the farmer, for this territory is grid-ironed with railroads leading direct to the great markets and, as the country round about is also rich in manufacturing interests, his local market can always be relied upon to take care of his larger crops.

The farmer, himself, is a thrifty person and makes the best of his advantages.

His home has many city comforts. He has pianos, telephones, vehicles of various kinds for different members of the family. Many have automobiles, bicycles, and other things classed as luxuries.

Now, while his farm is resting under its blanket of snow, he has the time to read, and it is only natural that he reads his favorite farm paper even more carefully than he can during the busy season, and THE OHIO FARMER is the favorite farm paper in this rich, prosperous territory.

THE OHIO FARMER was established in 1848. It is going into 100,000 of these well-to-do homes. It is positively necessary to the farmer. He can not do business without it. He naturally has confidence in it and in everything in it. This paper's circulation is paid-in-advance, and there are no dead names carried on its mailing list.

The publishers of THE OHIO FARMER, (The Lawrence Publishing Company, of Cleveland, Ohio,) realize the value of honesty with their subscribers and advertisers, and their present large paid circulation and the ample representation of the most successful business houses and manufacturers in the country, in their advertising columns, stamps this policy as, not only the best morally, but the most profitable from a practical business standpoint. They have, in this manner, held the trust of their old friends and are daily gaining that of new ones.

Now, the farmer is the mail-order buyer of this country and the list of mail-order advertisers in THE OHIO FARMER would make it appear that they considered their space a profitable investment.

The theory that fifty-seven years in business is a guarantee of quality and power is all right, but the proof of the quality and power of THE OHIO FARMER is in the "key" to your advertisement, and THE OHIO FARMER desires and requests that you "key" each piece of copy you send. THE OHIO FARMER reaches 100,000 farmers' homes each week and reaches, probably, 500,000 persons, all of whom have money to spend. Look over your list and see if it is there.

FIG. 32

The 2-point parallel-rule panel around the heading is used to square the advertisement and also to add a touch of distinction to the heading. The top display line is set in Caslon Old Style, the second in Caslon Old-Style Italic. The body matter is set in 8-point Old-Style Roman, leaded

Save 25 to 50% Floor Space and Get Much Better Service in

Metal Sectional Steel Filing Cabinets

OUR ONE IDEA in bringing out a New Line of Filing Cabinets at this time was to build for **Quality** in every particular—to meet the demand for "Something Better."
To-day, Metal Sectional Steel Filing Cabinets are what we started out to make them—absolutely the best. The price is very reasonable, as you will find upon inquiry and comparison.
And no expense has been spared in experiments, preparation of special tools, selection of suitable material, and in securing the most skilled workmen.

"Not a sliver of wood anywhere."

How We Build Them

Built of Steel. Steel frames, steel backs, steel tops, steel side panels, drawers and drawer fronts—steel throughout and not a sliver of wood anywhere. They cannot burn and they are the only steel cabinets built with rigid, independent steel frames to give them absolute solidity. Nor will they shrink or swell from heat, cold or damp. They stand perfectly rigid.

Absolute Security. Besides being stronger than any other filing cabinets, the security of the contents is made complete by every cabinet being equipped with our special improved lock which fastens every drawer with one turn of the key.

Unequalled Capacity. From 25 to 50 per cent greater capacity than wooden files; 25 per cent greater in a single file; 50 per cent when you use them in combination, as our exclusive extra drawer and removable side panels are important factors in increasing capacity for a given floor space. And each drawer is larger.

Expansion is provided for at a minimum cost and saves floor space because the metal sectional idea includes *removable* side panels and interlocking frames. There are no fillers or extra panels to pay for or take room when your needs require additional sections.

On Roller Bearings. Easy to Operate. The steel drawers run on roller bearings. No exasperating sticking, like wooden cabinets. No binding. The "quick action" followers allow instant adjustment at any point without binding.

Handsome Finish. In olive green enamel, striped with the finest French gold. Solid brass drawer handles and label holders, both large. No "dipped" work, but coat after coat of the finest enamels *brushed* in, *baked* at high temperature and *rubbed down by hand*. Also *perfect* reproduction of grain and color of mahogany, oak, etc.

"Unequaled capacity, minimum floor space"

Our Offer is to prove to you that they are the most desirable, the most economical in practical ways, and the best made.

We Invite Inquiries and to our customers we gladly offer the benefit of our experience of years, which is not for sale, in the planning and preparation of filing systems. Inquiry is solicited and will receive prompt attention. We are ready to estimate on all Standard Styles of Filing Cabinet Work, including Legal Files, Document Files, etc.

Send for Booklet.

The Metal Sectional Furniture Company

108 Willow Drive, Benton Harbor, Michigan

FIG. 33

A full-page (reduced), magazine advertisement, showing the method of handling a great deal of copy and getting good results. The introductory matter is set in 8-point, while the descriptive matter is set in 5½-point solid, with side headings in a bolder face of type underscored. Note use of a 2-point lead between paragraphs of solid type to give additional distinction to each paragraph. The display lines are set in Ben Franklin, and the border is 6-point rule with a double 2-point face

What do You Get On Pay Day

—Just enough to carry you until the next, without a dollar to invest? Then this offer of the International Correspondence Schools is **vital** to you! If you will indicate on the coupon below your choice of an occupation this great institution will **at its own expense** show you how you can without neglecting your present work, leaving home, or *distressing yourself financially*, qualify yourself for a high position and a good salary. There is no risk; no catch; no humbug! This is a bonafide offer to *earnest men and women* by an institution of fourteen years standing representing an invested capital of $5,000,000. *Can you afford to pass it by?*

International Correspondence Schools
Box 850, SCRANTON, PA.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position before which I have marked X

Bookkeeper	Mechan'l Draughtsman
Stenographer	Telephone Eng'eer
Advertisement Writer	Elec. Lighting Supt.
Show Card Writer	Mech. Engineer
Window Trimmer	Surveyor
Ornamental Designer	Stationary Engineer
Illustrator	Civil Engineer
Civil Service	Build'g Contractor
Chemist	Architect Draughtsman
Textile Mill Supt.	Architect
Electrician	Bridge Engineer
Elec. Engineer	Structural Engineer
Foreman Plumber	Mining Engineer

Name _____

Street and No. _____

City _____ State _____

FIG. 34

A full-page (reduced), magazine advertisement without a border. The body matter was set in 10-point Old-Style Roman and shows the effective use of bold-faced and Italic type to emphasize certain features. If all these special features had been set in bold-faced type the body matter would have been too "spotted" in appearance

in this case, extends across the top, along the side, and across the bottom. These lines were drawn, thus securing a distinctiveness not obtainable with type. The coupon is an

Delicious Michigan Peaches
We have just received a consignment of the finest freestone Michigan peaches. This fruit is hand-picked and was carefully sorted before being packed. The flavor is unexcelled, the peaches are extra large in size, and the price the lowest at which we have ever sold this brand.
65c
Peck Basket
Smith & Ray
46 Main St.

FIG. 35

This advertisement shows a partial border effect, consisting of a 6-point rule with round corners, having the three display lines set flush to the left at the top. Note the method of displaying price above the name and address. The display is in Quentell; the body type in 8-point Old-Style Roman

excellent example, showing a list of subjects and containing spaces for name and address of the inquirer.

39. Single-Line vs. Several-Line Headings.—Single-line headings are best adapted to advertisements that are

wider than they are deep. In advertisements that are deeper than they are wide, the single-line heading is likely to appear crowded against the top of the advertisement, unless the line is so short that an unusually large size of type may be used.

Headings that contain two or more lines may be used in nearly any advertisement provided they do not take up enough space to overbalance the remainder of the advertisement. The deeper the advertisement, the more lines may be used in the heading. A 12-inch, single-column advertisement, for instance, would look well with a four-line heading, while a 6-inch advertisement with the same kind of heading would appear crowded and have the appearance of being top heavy. The page magazine advertisement shown in Fig. 33 has a four-line heading. Headings containing more than two lines should always be set in upper and lower case, as successive lines of caps are hard to read. Fig. 35 shows a 4-inch, single-column advertisement, with a three-line heading set flush to the left side, each line being shorter than the one above it. This heading would be harder to read if the three lines were of the same length.

When a heading must be divided into two or more lines, it should be so divided as to present the most readable appearance. A heading like "The Only Way to Keep Flies Out" is taken in by the eye instantly when divided between the third and fourth words and arranged in two lines; in fact, it is more readable when arranged in this manner than it would be in one line, for the eye grasps the two short lines more quickly than it would one long line. This heading is much less readable when divided between the second and third, the fourth and fifth, the sixth and seventh, and arranged in four lines. Compare the two arrangements:

The Only Way
To Keep Flies Out

THE ONLY
WAY TO
KEEP FLIES
OUT

In the two-line arrangement, each line seems to suggest something; but in the four-line arrangement, the message

intended to be conveyed by the heading would probably not be caught by a passing glance. As the heading is the guide post to the advertisement, it should be so arranged that it will be grasped as a whole, and will arrest the attention even when passing under the swiftest glance of the eye.

SUBHEADS, OR SECONDARY DISPLAYS

40. Purpose of Secondary Displays.—Any display lines other than the main display and the firm name and address may be termed a **secondary display**, or **subheading.** Secondary displays are used to emphasize important points; to show where a new idea is to be introduced; to serve as headings for the panels or sections of a large advertisement; and to break up what would otherwise be a solid mass of reading matter into two or more smaller body spaces, thus making an advertisement more readable. Advertisements smaller than 4 inches, single column, should rarely have more than one secondary display, although a 2-inch advertisement may have a subhead if it adds to the force of the display (see Fig. 30). Larger advertisements may have more subdisplays, provided there is enough body matter to give good contrast.

41. How to Use Secondary Displays.—Secondary displays may be handled in much the same manner as headings. In advertisements containing panels, the subheads may be combined with panel rules, just as main headings are combined with borders.

The most common methods followed are: (1) To center subheadings either directly under the heading or in separate sections of body matter, as in Figs. 4, 8, 22, and 23; (2) to set them flush to the left, as in Fig. 36; and (3) to set them to a narrower measure than the body type, squaring them to both sides if they make more than two lines, as in Fig. 4, or squaring them with the body matter if the body matter is set to a narrower measure than the heading. Note in Fig. 36 that the two lines of heading and all subdisplay lines are set

Christmas Gifts for Smokers

Wyoming Valley Cigars

These cigars were made to sell at 10 cents, but as we have cut out the middleman's profit and sell them in large quantities, we can sell them to you at 5 cents. Sumatra wrapper, long Havana filler. Made at Key West. The best smoke in the city for the price. Per box, **$2.50**

"Corlo" Smoking Tobacco

The sweetest and coolest smoking tobacco made. It is a mixture of genuine Perique and Old Virginia Sun Cured, both in mild form, and is guaranteed not to bite. If you have a friend who smokes a pipe nothing will please him more than a pound box of this tobacco. Per pound, **50c**

Smoking Sets

A smoking set is the most economical article that can be possessed by a smoker. We have them made of the finest quality walnut, cherry, and ivory, consisting of an ash receiver, cigar, cigarette, and match holder. **$3 to $5**

KEATS, 1020 ARCH STREET

FIG. 36

A 6-inch, 2-column, newspaper advertisement with a 12-point ornamental border. The display is in Foster; the body matter, in 8-point Old-Style Roman

THE ROTH EMBOSSED PRINTING PRESS

DIPLOMA AND MEDAL AWARDED, ST. LOUIS WORLD'S FAIR

The only press sold on **trial** and **guaranteed** in every **respect**, including that it can be **successfully** operated by a (young) person of ordinary intelligence.

The most durable, efficient and **reliable press.**

Our improved chuck takes a 5½-inch x 8½-inch die (or 2 or 3 dies), permitting a **greater variety** of work to be done, including 2 and 3 colors, in one impression.

The opening to feed the sheets is 30 inches.

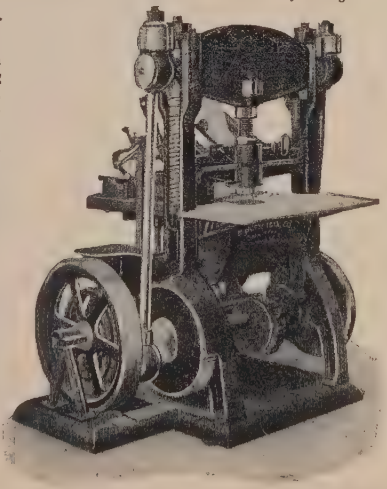
The efficiency and **delicacy** of its **wiping device** is such that the **proper ink** can be used and run in the condition in which it should be run, which is essential in order to produce the highest grade work, and with 43 to 50 lb. wiping paper.

We guarantee a greater number of **impressions** can be run from a non-case-hardened die than on any other make of press.

Our superb inking device is such that the distribution of ink is perfect, in consequence of which the minimum amount of ink is used.

The only press with a universal, self-centering (on any size roll) **paper roll shaft.**

Is a triumph of **simplicity.**



ROTH'S PATENTS Est. 1857

Contains less than half as many parts as other presses of its kind, yet has every possible attachment for its convenient and successful operation.

Is constructed with a view to longevity, convenience and easiness of operation.

All adjustments can be made while press is running.

Its operation is **entirely automatic,** and it can be run at 30 per minute on either large or small dies.

Its output is produced at the **lowest possible shop cost.**

The only press that retains its **accurate** and **positive registry** for an indefinite period of years.

Our price includes us furnishing an **instructor** to teach some one how to operate our press, also every detail known to the art of embossed printing.

Our press is being **successfully** operated by 30 different concerns in the United States and Mexico, including one sold **Tiffany & Co.**

Also Sole Manufacturers of ROTH'S DIE-HARDENING OUTFIT (Patent Pending)

Send for list of guarantees, illustrated, descriptive pamphlet with prices and terms and copies of letters from purchasers; also sample impressions run commercially. Correspondence Solicited.

B. ROTH TOOL COMPANY

Sole Owners and Manufacturers

ST. LOUIS, MO., U. S. A.

FIG. 37

A half-page, trade-paper advertisement with a 2-point, plain-rule border. The display lines are set in Cheltenham Bold and the body matter in 8-point Cheltenham

flush to the left side, with body matter set in hanging-indention style, with prices at the lower right-hand corner, in a type of the same face as the display.

42. Run-In Headings.—Sometimes, the subheading of a paragraph or a section of body matter is made a part of the first line. It is then called a **run-in heading.** The first words of this paragraph, set in bold-faced type, afford an example of a run-in side heading.

Fig. 37 shows an excellent example of run-in headings. In this advertisement a number of features are emphasized

Sideboards That Sell We have just received a very fine line of quartered oak and walnut Sideboards—the kind you have been on the lookout for the last two years. These

(*a*)

When you come into the store today, go to the Housefurnishing Department and look over the list of articles that we are

Household Bargains Today selling at cost to make room for a new consignment that will arrive this afternoon. Never in the history of the store have we been compelled to sacrifice goods at such low prices. The

(*b*)

FIG. 38

An example of "cut-in" side headings set in a bolder face of type than body

by placing the main words in bold face, by running headings in bold face at the beginning of a number of short paragraphs, and by using a hanging indention for the body matter. The method shown in this example of using two faces of the same type (Cheltenham), one for the display and one for body matter, is to be commended. It preserves the type harmony, and, at the same time, gives a strong contrast. It would have been extremely difficult to secure as strong an effect by any design other than the one used in Fig. 37. This advertisement is reduced from a size 29 picas deep by 41 picas wide.

43. Side Headings.—Another method of using secondary display is shown in Fig. 38. The subheadings shown here are generally known as **cut-in side headings.** These subheadings are set flush to the left in short lines, one under the other, in a bolder face of type than the body. The general plan for this style of subheading is to place them at the beginning of the paragraph, as in (*a*), although they are often placed halfway down, with full-measure lines above and below, as in (*b*).

44. Type for Secondary Displays.—Secondary display lines should be set in strong, bold-faced display type, so that they will contrast well with the body matter. For the same reason, the display should usually be in a larger size of type than the body matter, unless, of course, the contrast between the two faces is very marked. Secondary displays should always be subordinate to the main heading, otherwise the advertisement will have a jumbled appearance. They should be just large enough to give sufficient prominence to each section of the advertisement and yet remain secondary to the main display elements.

In order to secure harmony, the same or a similar face of type should be used for subheadings as is used for the other displays in the advertisement. An exception to this rule is where it is desired to make a panel prominent by using a contrasting style of display type.

BODY MATTER

45. Display type is used to attract attention; body type to give details. Hence, legibility is a prime requisite of body matter. As a rule, Old-Style Roman or Modern Roman, preferably Old Style, should be used for body matter, as it has a light face, is easy to read, and affords strong contrast with display lines. Display type should not be used for body matter unless it has a light face and is easy to read or unless the space is large and there is little text. In any case, display type for body matter must be used with much

discrimination. If the printer has such type as Cushing, Cardinal, Caslon, Century, etc., these may be used occasionally for body type as a change from Modern or Old-Style Roman. Such types as Bookman are often very appropriate for the introductory paragraphs of advertisements.

A mass of black body type is hard to read, and prevents proper contrast with the other elements of an advertisement. Fig. 39 shows an advertisement set in bold-faced type, while Fig. 40 shows a resetting of the same advertisement properly displayed. The signature is kept in its original style because of the trade-mark value. Note the increased strength obtained by contrasting the light body matter with the display lines and featuring the article advertised. In Fig. 40 the main display feature of the advertisement is brought out in strong contrast so as to catch the eye. The subsidiary matter is held in to a narrower measure at the top. The display is in Quentell, with body matter in 10-point Old-Style Roman, leaded. A 6-point rule with round corners is used for the border.

46. Leaded vs. Solid Matter.—The use of leaded body matter is advisable when the subject requires an open treatment; it is also advisable when the type must be set in a very wide measure, because the eye would have difficulty in following long lines of solid matter. When printed on good paper, such as is used in most magazines and class papers, solid matter is easier to read than when printed on poor paper like that used in newspapers, cheap mail-order journals, etc. The better grade of paper is white and smooth, so that the type prints clear and sharp, giving a better contrast between the ink and the paper. Under such conditions, solid matter, unless in wide measure, will be very readable. On cheap stock, such as that used for newspapers, the impression is not clear-cut, the ink spreads a little, causing the letters to fill in, and strong contrasts cannot be obtained. In such cases, the matter may be leaded to advantage if the cost of the space permits, but, as a matter of fact, more advertisements are set solid than are set

CAMMEYER

6th Ave., Cor. 20th St.

Ladies Who Desire the Smartest Advance Styles in Footwear Must Come to Our Store for the New Russia Calf Walking Boots

As we are the only house in the city that exhibits not one or two but ALL THE ADVANCE MODELS (in next season's styles) OF THESE MOST ARTISTIC and FASCINATING SHOES AND IN ALL SIZES.

The fact that they are worn by those who are seeking for the most advanced ideas and styles adds to the charm of distinction of these shoes.

Prices:

$3, $5, $6, $8, and $10

Button and Lace models with Suede, Brown and Tan Cloth, White Kid, Brown Ooze, Tan Kid, and Russia Calf Tops.

FIG. 39

Ladies who desire the Smartest Advance Styles in Footwear must come to our store for the

New Russia Calf Walking Boots

As we are the only house in the city that exhibits not one or two but all the advance models (in next season's styles) of these most artistic and fascinating shoes and in all sizes. The fact that they are worn by those who are seeking for the most advanced ideas and styles adds to the charm of distinction of these shoes.

PRICES:

$3, $5, $6, $8, and $10

Button and Lace models with Suede, Brown and Tan Cloth, White Kid, Brown Ooze, Tan Kid and Russia Calf Tops.

CAMMEYER
6th Ave., Cor. 20th St.

FIG. 40

leaded. Often, instead of leading body matter, it is a better plan to use larger type set solid—to use 8-point solid, for instance, instead of 6-point leaded. Note carefully the examples shown in Fig. 41. The matter shown in (*a*) is set in 6-point solid; that in (*b*), in 6-point leaded; and that in (*c*), in 8-point solid.

Eat Brown Bread

—during summer if you'd be comfortable. Prof. Hart's Brown Bread takes the place of meat. It's far more nourishing and does not overtax the weakest stomach. Made of whole wheat flour — hulls and all. Pure and delicious.

Price, 6c a loaf, delivered. Write or 'phone.

Krafft's Bakery
18th and Pennsylvania Ave.

(*a*)

Eat Brown Bread

—during summer if you'd be comfortable. Prof. Hart's Brown Bread takes the place of meat. It's far more nourishing and does not overtax the weakest stomach. Made of whole wheat flour — hulls and all. Pure and delicious.

Price, 6c a loaf, delivered. Write or 'phone.

Krafft's Bakery
18th and Pennsylvania Ave.

(*b*)

Eat Brown Bread

—during summer if you'd be comfortable. Prof. Hart's Brown Bread takes the place of meat. It's far more nourishing and does not overtax the weakest stomach. Made of whole wheat flour—hulls and all. Pure and delicious.

Price, 6c a loaf, delivered. Write or 'phone.

Krafft's Bakery
18th and Pennsylvania Avenue

(*c*)

FIG. 41

47. Overleading.—Too much leading is worse than no leading at all, because it gives the body matter a weak, straggling appearance and prevents proper contrast with the black and white portions of the advertisement. It is seldom advisable in ordinary body matter to use leads thicker than 2 points.

48. Advertisements Without Display Lines.—Some advertisements are composed of body matter alone, as shown in Fig. 7. When no display lines are used in an advertisement, plenty of margin should be left around the body matter, so that it will contrast well with the white space and be separated from the surrounding border. For the best effect, the margin should appear to have the same width throughout. This results in what is termed a *squared effect*. Such an advertisement should be set in type of large size—about 14-, 18-, or 24-point Old-Style Roman, Caslon, Old-Style Antique, Cheltenham, or some other very plain type that is easy to read—so

that the reader can grasp the advertisement quickly and have no difficulty in following it. The chief weakness of this style is that there is no guide post to the advertisement and its nature is not evident at a glance.

49. A slight improvement on the style of advertisement shown in Fig. 7 is one in which the first words, the first line, or the first sentence is set in type slightly larger in size than the rest of the advertisement, as shown in Fig. 42. In the original of this advertisement, the introductory paragraph was set in 30-point Caslon. These lines being larger than the following matter, they served as a heading. The judicious use of white space aids in making this advertisement very readable.

50. Reading-Notice Advertisements.—When it is desired to have an advertisement imitate reading matter, the copy is set up in the same style as the headings and body type of the newspaper in which it is printed. Figs. 43 and 44 show two styles of reading notices, with and without subheads. These are newspaper advertisements. In order to distinguish such advertisements from real news items, they sometimes have a sign at the bottom, such as one or two stars or 1t, 2t, etc. These signs serve as a guide for the printer, and to prevent him from taking the advertisements out with the remainder of the reading matter when the forms are changed from one day to another. Fig. 32 shows a full-page, magazine advertisement of this class.

51. Styles of Setting Body Matter.—The simplest way of setting body matter in connection with display lines is shown in Fig. 6. In this case both the heading and the body matter are set to the same measure, there being no indention until the signature is reached.

Figs. 4, 9, and 10 show advertisements with the body matter indented at both sides, thus affording relief from the otherwise square, "set" appearance, and at the same time sharpening the contrast between the body matter and the other display elements.

If you could put another man on the road with reasonable assurance of profit you'd do it in a minute.

Give us the price of the man and we'll sell more goods for you than he would. Let the trade see that you are pushing things and it will push with you. Get the name of your product into the minds and mouths of the 5,000,000 readers of THE LADIES' HOME JOURNAL and the trade will hear of it—your salesmen will hear of it, and you'll hear the golden echo in your cash-box.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA
NEW YORK CHICAGO BOSTON

THE LADIES' HOME JOURNAL
More than 1,000,000 copies every issue
Over 5,000,000 readers

FIG. 42

A full-page, magazine advertisement without display lines. The main text is in Caslon Old Style; 2-point border; 3-pica general margin. Reduced from a size 30 picas wide by 47 picas deep

Figs. 36 and 37 show examples of hanging indention in connection with subdisplays. Where a hanging-indention style is used, the body matter is indented at the left-hand side, leaving a wider white space between the body type and

CATARRH CAN BE CURED

Kill the Germs by Breathing Hy-o-mei. Gives Quick Relief

Many people who have suffered with catarrh for years naturally feel that the disease cannot be cured, and become discouraged.

Their failure to get relief is due to the fact that they have not used the right remedy. Catarrh is an affection of the head, throat, and lungs, and cannot be cured by stomach dosing.

The only scientific and natural treatment for this disease is Hy-o-mei, which is breathed through a neat pocket inhaler, so that its healing medicated air reaches the most remote air cells, kills all catarrh germs, and restores the mucous membrane of the nose, throat, and lungs to a healthy condition.

We do not want any one's money unless Hyomei gives relief and cure, and we absolutely agree that money will be refunded unless the remedy gives satisfaction.

All druggists should be able to supply you with Hyomei or we will send it by mail on receipt of price, $1, and every package is sold with the distinct understanding that it costs nothing unless it cures. Booth's Hyomei Company, Buffalo, N. Y.

FIG. 43

An example of a reading notice. De Vinne Condensed is used for the top line of the heading, and regular De Vinne for the other display lines. The body matter is in 8-point Old-Style Roman, solid

the border on that side than on the other. In such an advertisement, the main heading need not be set flush to the left, as the subdisplays are usually sufficient to give the effect of hanging indention. The hanging-indention arrangement sometimes adds much to effectiveness.

ECZEMA 15 YEARS WITHOUT RELIEF

Friend Recommended Cuticura—Used Five Cakes Cuticura Soap and Two Boxes of Cuticura Ointment and is Entirely Cured —Feels Like New Man.

GLADLY RECOMMENDS CUTICURA TO ALL

"I had eczema for more than fifteen years, and had tried all sorts of remedies to relieve me, but without avail. I stated my case to one of my friends and he recommended the Cuticura Remedies. I bought them with the thought that they would be unsuccessful, as with the others. But after using them for a few weeks I noticed to my surprise that the irritation and peeling of the skin gradually decreased, and finally, after using five cakes of Cuticura Soap and two boxes of Cuticura Ointment it disappeared entirely. I feel now just like a new man, and I gladly recommend these remedies to all who are afflicted with skin diseases. David Blum, Box A, Bedford Station, N Y., Nov. 6, 1905."

Little Son Had Eczema

"My son when four years of age had eczema on his body and limbs and suffered badly. Cuticura Remedies were recommended to me and I gave the complete treatment a trial and at the end of the third month my son was cured. I cannot say too much in praise of Cuticura Remedies and am always ready to recommend them to others. Mrs. G. H Conant, Box 811, Rockland, Mass., Dec. 14, 1905."

Helpless Infants cured of Torturing, Disfiguring Humors, Eczemas, Tetters, Rashes, Itchings and Irritations owe more to Cuticura Soap and Cuticura Ointment than to all other remedies combined. No others so pure, so sweet, so speedily effective. May be used from birth.

Complete External and Internal Treatment for Every Humor of Infants, Children, and Adults consists of Cuticura Soap (25c.) to Cleanse the Skin, Cuticura Ointment (50c.) to Heal the Skin, and Cuticura Resolvent (50c.), (in the form of Chocolate Coated Pills, 25c. per vial of 60) to Purify the Blood. Sold throughout the world. Potter Drug & Chem. Corp., Sole Props., Boston, Mass.

☞Mailed Free, "Treatise on the Skin and Blood."

FIG. 44

A reduced reading-notice advertisement with several subdisplays and a paragraph set in bold-faced type. This is a style used for advertising patent medicines, soaps, etc.

52. Body Matter in Columns.—In a narrow advertisement the body matter should be set in a single column, but in a wide advertisement, particularly if there is much text, the body space should be divided into two or more columns. This arrangement, by having a width of line that the eye can easily follow, not only makes the body matter more readable, but also adds to the attractiveness of the advertisement. See Figs. 15 and 32. This idea is also frequently followed in the panels of a large advertisement, as shown in Fig. 45, which illustrates a section taken from a department-store advertisement. The introductory matter in such advertisements is usually set in as wide a measure as the panel will allow, and the following matter, which generally contains lists and descriptions of items, is divided into two or more columns. Very narrow measures should be avoided, because they sometimes make it necessary for the printer to space out some words in order to make them come flush with the right-hand side of the measure, and this spacing lessens legibility.

53. Odd-Shaped Body Spaces.—It is frequently necessary to depart from the square-cornered effect of the ordinary body space in order to fit the type matter (1) around an illustration, as in Fig. 33; (2) into an irregular-shaped border, as in Fig. 21; or (3) into a circular panel, as in Figs. 17 and 18. However, in general, the rectangular shape of the setting should be followed. It is better to avoid such shapes as stars, crosses, etc. Such settings may be interesting as curiosities, but they are hard to read and detract attention from the message of the advertisement. In addition, they cause the printer a great deal of trouble and extra labor. It is easy enough to get up such unusual shapes as an electric-light globe for an electric-light advertisement, and if the side of the mortised cut is not too slanting, type may be set in it without much trouble, but cuts mortised with decided curved edges are very troublesome.

54. Displaying Lists of Subjects.—Where it is necessary to use long lists of subjects, or articles, without

descriptive matter, the copy is usually set in narrow columns, each article, or subject, occupying a line by itself, and the line being set flush to the left. This method gives greater strength than where the matter is set in regular paragraph form, as the eye can run down such a list more easily. Lists are usually set in type that is at least 2 points smaller than the body type used in the advertisement. If the body matter, for example, is in 8-point, the lists should be set in 6-point—solid, if necessary—as shown in Fig. 46. Type with a face somewhat heavier than the body type can often be effectively used in such cases.

55. Gradation of Body Type.—Frequently the space to be occupied by an advertisement is too small for a large size of type to be used throughout. In such cases, rather than set the entire advertisement in small type, the first part may be set in a large size and the following matter in a smaller size or sizes. In small advertisements, the first paragraph only may be set in the larger size. In a large advertisement, the main introduction might be set in 14-point, for instance, while the principal matter in each section of the advertisement is 10-point, with the remainder in 8-point.

Usually, it is not advisable to use more than two sizes of type for body matter. In any case, there should be a noticeable contrast between the sizes used; that is, it is better to have a difference of two points rather than a difference of one point. Fig. 47 shows the gradation of body matter in a page magazine advertisement. In this advertisement it will be well to note the method of displaying the statement at the top in *inverted-pyramid style;* that is, one line under the other and each line shorter than the one preceding it.

56. Extra Space Between Paragraphs.—Where it is necessary to set an advertisement solid, or to set a large amount of body matter unbroken by subheads, the eye will be materially aided if there is a little leading between the paragraphs. This plan has several advantages; it rests the eye, it breaks up a solid mass of small type, and where

There Are Over a Hundred Different Uses for the

Gammeter Multigraph

(2,000—and Over—Original Copies An Hour)

Original Typewritten Letters in multiple quantities in English, French, Spanish, or German.
Price Lists.
Instructions to Salesmen.
Salesmen's Advance Notices.
Salesmen's Report Blanks.
Sales Department Forms.
Order Forms.
Lists of New Goods Received.
Leaves for Loose Leaf Books.
Accounting Department Forms.
Remittance Acknowledgments.
Instructions to Employes.
Notices to Stockholders.
Directors' Reports.
Notices of Dues and Assessments.
Tabulated Reports, including vertical and horizontal ruling.
Annual Reports of Corporations.
Pay Roll Blanks.
Statements.
Daily Market Reports and Letters.
Stock Quotations.
Banking Exchange Sheets.
Freight Traffic Rates and Changes.
Freight Classifications.
Notices of Steamship Arrivals and Departures.
Rate Inquiry Postals.
Notices of Shipments.
Return Requests for Empty Packages.
Cartage Tickets.
Railroad Schedules.
Specification Forms.
Copies of Architects' Specifications.
Schedules of Insurance Rates.
Descriptions of Real Estate Property.
Examination Papers for Schools and Colleges.
Library Blanks and Notices.
Instruction Sheets for Business Colleges.
Lessons, etc., for Correspondence Schools.
Programs of Conventions, Meetings and Entertainments.
Lodge Work.
Church Programs.
Bills of Fare.
Forms for Military Companies.
Instructions to Publications.
House Publications.
Reproducing Testimonial Letters.
Reports of Advertising Results.
Subscription Blanks and Receipts.
Illustrated Letters and Postals.
Printing on Fibre or Leather for Advertising Purposes.
Printing Dealers' Names on Advertising Matter.
Card Index Supplies.
Postal Cards.
Labels.
Shipping Tags.
Bulletins.
Return Envelopes with "Key" numbers to check returns.
Shop Tags.
Work of all kinds in two or more colors.
Trade Catalogs.
Labor Union Work.
Stock Sheets for Lumber Dealers.
Factory System Forms.
Hand Bills.
Telephone Toll Slips and Rates.
Proxies.
Inventory Forms.
Machinery Specifications.
Names for Mailing Lists.
Publishers' Statements for Circulation.
Draft Notices.
Salesmen's Business Cards.
Monthly Reports of Students.
Enrolment Blanks.
Descriptions of Counterfeit Bills.
Forms for Railway Claims.
Political Campaign Work.

While the Gammeter Multigraph is designed primarily for the rapid production of original typewritten letters, in multiple quantities, it is equally well adaptable for many other kinds of multiple work.

Users of the Multigraph are constantly discovering new uses for it, until now we have a list of over 125, some of which are given in the column at the left.

This list is not imaginary or theoretical; every item mentioned being given us by some Multigraph user who has found the machine a money-maker and a money-saver in actual service.

The Gammeter Multigraph, operated by an office boy or girl, not only will produce typewritten letters at the rate of 2,000—and over—an hour, that are indistinguishable from personally dictated letters, but it saves many printer's bills, as the list on the left gives evidence.

The Multigraph takes paper and cards of any weight from the size of a postage stamp to a full foolscap sheet It takes up no more room than an ordinary typewriter, and is operated on the same principle, using typewriter type, and printing through a wide typewriter ribbon on paper backed up by a typewriter platen. Electrotypes can also be used upon it, and a direct inking attachment is supplied for work not requiring actual typewriting

Let Us Send You a Sample

of a letter typewritten on the Gammeter Multigraph and addressed to you *personally*. Simply send us *your* name, the name of your firm, and the position you occupy. We'll include descriptive booklet with the letter. Write today.

The American Multigraph Company
3937 Kelley Avenue, Cleveland, Ohio

Branch Offices Everywhere

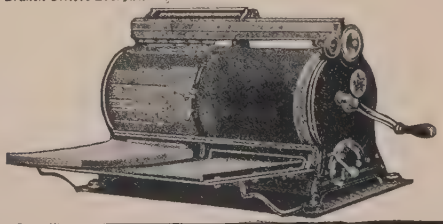


FIG. 46

A full-page, magazine advertisement, showing method of handling a four-line heading, and displaying the principal feature of a heading, also of displaying a long list of articles, each in a single line of type a size smaller than that used for the body matter. Reduced from a size 33 picas by 49 picas

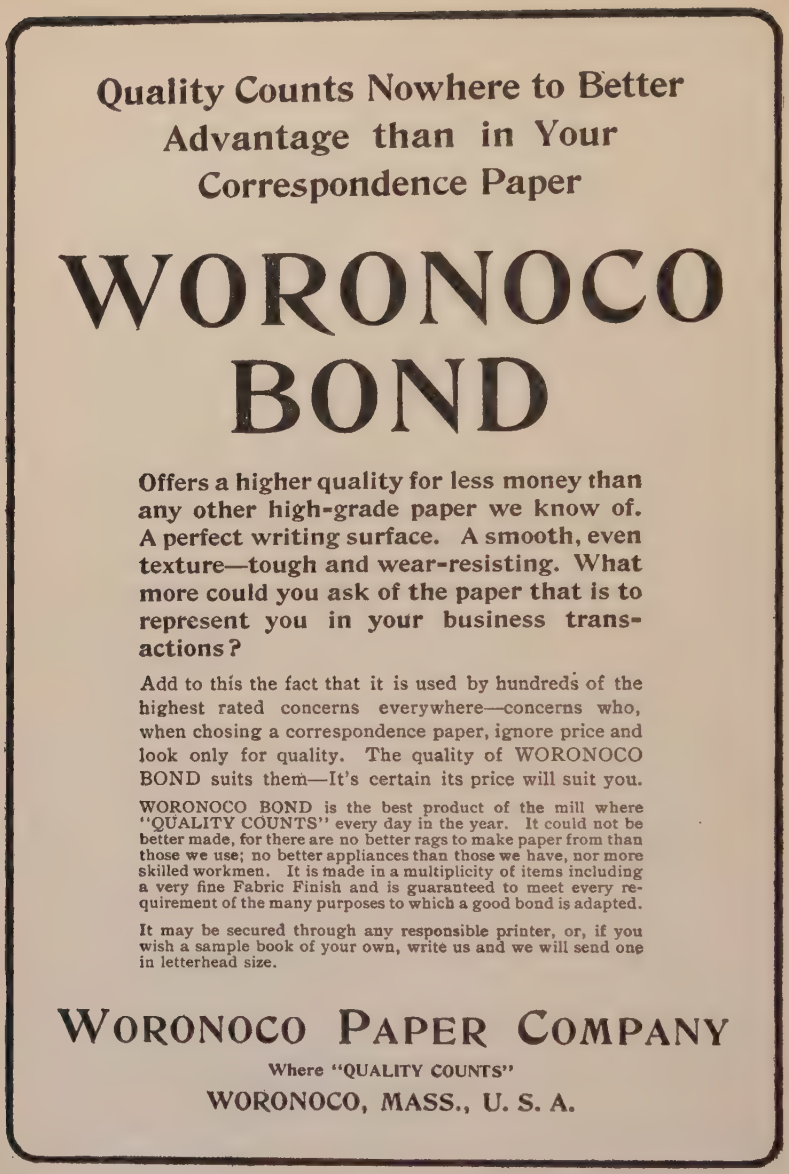

Quality Counts Nowhere to Better Advantage than in Your Correspondence Paper
WORONOCO BOND
Offers a higher quality for less money than any other high-grade paper we know of. A perfect writing surface. A smooth, even texture—tough and wear-resisting. What more could you ask of the paper that is to represent you in your business transactions?
Add to this the fact that it is used by hundreds of the highest rated concerns everywhere—concerns who, when chosing a correspondence paper, ignore price and look only for quality. The quality of WORONOCO BOND suits them—It's certain its price will suit you.
WORONOCO BOND is the best product of the mill where "QUALITY COUNTS" every day in the year. It could not be better made, for there are no better rags to make paper from than those we use; no better appliances than those we have, nor more skilled workmen. It is made in a multiplicity of items including a very fine Fabric Finish and is guaranteed to meet every requirement of the many purposes to which a good bond is adapted.
It may be secured through any responsible printer, or, if you wish a sample book of your own, write us and we will send one in letterhead size.
WORONOCO PAPER COMPANY
Where "QUALITY COUNTS"
WORONOCO, MASS., U. S. A.

FIG. 47

A full-page, magazine advertisement, showing very liberal use of white space, obtained by indenting the body matter. The first paragraph was originally set in 12-point De Vinne, the second in 10-point Old-Style Roman, and the third and the fourth in 8-point Old-Style Roman. The display lines are in De Vinne and the border is 3-point rule with round corners. Reduced from a size 33 picas by 49 picas

necessary, it divides the paragraphs of body matter into individual units, thus materially strengthening them. Figs. 23 and 33 show various ways of using extra leads, or white space.

PRICE DISPLAY

57. Size of Price Figures.—When the price of an article offered for sale is a prominent selling point, it should be displayed, but where space is limited, or where the price is a minor selling point, it may simply be run in with the body matter. Where the price is a strong selling point of a simple advertisement, it should be considered as a general display element; but in a complex advertisement, the price figures should be regarded as minor elements.

Some ad-writers give the price too much prominence, forgetting that there is a difference between figures and price. Standing alone, *98c* means 98 cents and nothing more; but 98 cents may be a high price or a low price for a certain article. The figures are not a price unless they are considered in connection with the article for sale; and if the price figures are much larger than the display that tells what the article is and the eye takes in price figures but not the nature of the article, nothing is gained. Therefore, generally speaking, price figures should not be stronger than the display or displays that inform the reader about the nature of the article.

58. Location of Price Figures.—The proper location for the price figures varies. Sometimes it is an effective plan in retail advertisements, if the price is a strong point, to place the price in the center of the advertisement, or panel, as in Fig. 8, thus securing the proper amount of white space around the figures. Then, again, to save space, the price may be placed in the lower right-hand corner of the body space, as in Fig. 6. This location is a favorite one.

Styles of price displays that are particularly good for items in a panel of a large advertisement are shown in Figs. 48, 49, 50, 51, and 52. The style shown in Fig. 49 is good where

6,000 yards Printed Silk-Warp Eolienne, all white grounds with charming floral patterns. Their lowest price was 29c a yard, until our special sale, at 19c a yard, now a still lower price of **15c**

FIG. 48

Sheer Printed Organdies. 20,000 yards of these lovely filmy Organdies come in white with bewitching dainty flowered patterns of exquisite tints and colorings. Cannot be bought anywhere in the entire city for so little a price. **Per Yard, 11c**

FIG. 49

Fine Printed Batiste. 50,000 yards—Hardly a store in America is showing a fair assortment of these favorite batistes and many have none at all to show. There are over 50,000 yards here in a bewitching variety of patterns, flowers, dots, figures, stripes, checks, etc., on white grounds and white dots, figures and stripes on navy and black. They cannot be woven and printed at the present cost of production to sell under 15c a yard. The price here while they last will be **12½c a yard**

FIG. 50

Two Belt Specials, $1

New Military Calfskin Leather Belts, neat tailored backs, with gilt military buckles, in black, red, green, tan, and brown; also rich steel-studded, silk elastic belts, with cut-steel riveted buckles, all popular colors; two greatly underpriced belts, $1.

FIG. 51

Handsome Velour Flannels

and fleece back crepe ground and serge ground flannelettes, choice Persian and Oriental styles, also dots, stripes, etc., fabrics made to launder and wear well, very latest styles, 15c and 12½c values, all at one price tomorrow, yard **10c**

FIG. 52

Union Suits

Women's Egyptian cotton union suits, in gray and cream colors, regular and extra sizes, large flaps, finished seams, taped necks, special for Friday at only **44c**

FIG. 53

Diamond Mounted Brooches

From 20% to 25% Less Than Specialty Stores Charge.

We buy Diamonds right from the first handlers, eliminating the brokerage, which would be part of the transaction if purchased through the middleman. The most careful examination—the closest expert scrutiny is exercised, and every stone selected for its high quality; and if the flaw or spot is very, very tiny it is shown and sold at such. The regular prices are based on a fair margin of value, and are from 20 per cent. to 25 per cent. lower than charged by specialty stores.

The most interesting Jewelry display in the city to be found here.

At $10.75 each. Sunbursts of half pearls, mountings of solid 14k. gold, set with diamond in center.

At $11.45 each. Crescent and Star of half pearls, with 1 diamond, mounting of solid 14k. gold.

At $16.50 each. Floral design, rose finished, of solid 14k. gold; mounted with 4 baroque pearls and 1 diamond.

At $16.75 each. Lion's Head of solid 14k. gold, rose gold finish; set with 1 sapphire and 1 diamond.

At $20.00 each. Spray of 14k. gold, rose gold finish; mounted with 4 Oriental pearls and 1 diamond.

Main Floor, center, Central Building.

At $20.75. Spray of half pearls and 1 diamond; mounting of solid 14k. gold.

At $23.75. Scroll design of solid 14k. gold; mounted with half pearls, whole pearls and 1 diamond.

At $10.75. Enameled flower design of 14k. gold; set with 1 pearl and 1 diamond.

At $24.25. Harvest Moon, 14k. gold; mounted with whole pearls, 1 diamond and a pretty enameled violet ornamentation.

At $36.75. Scroll design, polished knife edge pattern, of 14k. gold; mounted with generous size diamond in center.

FIG. 54

A panel from a department-store advertisement showing use of a triple, light-faced 6-point border with round corners. Schœffer Old Style was used for display with 10-point and 6-point Lining Cushing for body matter

space is at a premium. The size of type used for this style of price figure may be the same as that for the text or in some cases a little larger; having a black face, it will be more prominent. The price figures in Fig. 53 seem a little large, but in the original large advertisement, the main head over a number of panels told that they all offered underwear.

In large panels where several grades of the same article are offered at various prices, the price figures may precede the descriptions, as in Fig. 54, or follow them, as in Figs. 48, 49, 50, and 53; they are often arranged vertically in numerical order, the lowest price at the top. The panel shown in Fig. 54 is a style often used in full-page, department-store advertisements. In addition to showing prices preceding descriptions of articles, as just stated, this panel shows how the price may be brought out in headings. The introductory matter is set the full width of columns, with descriptive matter divided into two columns under it. The item portion of this panel, however, would have been rendered more readable by placing a lead between each paragraph.

If the price is the chief selling point, it may either be displayed in the heading or precede the description as in Figs. 28 and 51. In cases like this, the price may be printed in exceptionally large type so as to attract the eye and appeal to the pocketbook, as in the advertisement shown in Fig. 55. If the article is not well known, or is salable only after a desire for it has been created, the price figures should appear after the description and should not be displayed.

If the selling price is considerably lower than the usual price, it is well to display them close together, as in Figs. 28 and 29, so that the reduction will be more apparent.

SIGNATURE AND ADDRESS

59. Location of Name and Address.—The logical position for the firm, or store, name and the address is at the bottom of an advertisement; and in an advertisement of ordinary size that can be taken in at a glance, it should always be placed there. It may or may not be followed by addi-

$54 SPOKANE and Return

EVERY DAY, JUNE 20 TO JULY 12, INCLUSIVE
ACCOUNT ANNUAL CONVENTION BAPTIST
YOUNG PEOPLE'S UNION, SPOKANE

Above rate is from Chicago—proportionately low rates from New York and all eastern points.
Only $62.50 round trip, Chicago to Seattle, Portland, Tacoma and other Puget Sound points, on same dates. Return limit, September 15, 1907. Liberal stop-overs. See the Rockies in daylight. Take the

"Oriental Limited"

or the Fast Mail—daily from St. Paul and Minneapolis to Spokane and Seattle, via Great Northern Railway. Dining Cars, Standard and Tourist Sleeping Cars. Compartment-Observation Car on the "Oriental Limited."

For information regarding routes and rates from your city, call on or address

W. M. LOWRIE, Gen'l Eastern Pass'r Agent, 379 BROADWAY, NEW YORK
A. L. CRAIG, General Passenger Agent, ST. PAUL

Alaska—Yukon—Pacific Exposition, Seattle, June-October, 1909

Great Northern

FIG. 55

A 6-inch, double-column, newspaper advertisement, showing a judicious use of white space and a partial border made up of 6-point and 2-point rules with 4 points of space between. Note the particular prominence given to the price of a ticket to a specified point

Gimbel Brothers—Market : Chestnut : Eighth and Ninth

Imported Suits and Costumes Greatly Reduced

Monday, April 8, 1907

Three days more of the splendid concerts by members of the—

Philadelphia Orchestra

—under their own leader, Mr. Pohlig, in the Auditorium. Seats are selling fast. Better get yours now.

Mean, many of them join the Boston Festival Orchestra for a tour.

Today's Programme—

1. Overture, Melusine.....Mendelssohn
2. Symphonic Poem, Les Preludes.....Liszt
3. Dance of the Sylphs, Faust.....Berlioz
4. Hungarian Rhapsodie, No. 2.....Liszt
5. Overture, Tannhäuser.....Wagner
6. Selection from Rienzi.....Wagner
7. Prelude to Act III, Lohengrin.....Wagner
8. Selection from Rosamunde.....Schubert
9. Overture, Norma.....Bellini
10. Overture, Poet and Peasant.....Suppé

Mr. Max Bergner
Miss Florence Hinkle
Mr. Paul Kefer
Accompanist

C. Stanley Mackey, Conductor
Steinway Piano Used

Tomorrow evening—Popular Program.

Tuesday afternoon is "Professional Day"—Invitations have been extended to members of the professional and musical and theatrical profession who are urged to attend the concert.

Wednesday, a glorious Saint Saens—the most brilliant numbers in the orchestra's repertoire.

Fourth Row—The Children's Playground.

Base Ball

Tuesday, April 9, 1907, 3:30 P. M. at Franklin Field.
Philadelphia American League Season Team
vs.
Pennsylvania
Reserved seats 50c.
Ticket at Gimbel's — the Chestnut street Annex.

Kimonos

On Thursday—or First Saturday, if you like to call it—we'll put on sale a lot of Japanese Kimonos, a pretty assortment of styles and colorings. They are of light, pretty flannelette, custom made and full. All the new color combinations.

—Fifth floor, Thirteenth side.

Corsets

The Bides, with our side—better—the ability constantly to help or advise women and misses. It has the best designs and domestic corsets for a choice.

Paris Corsets, recent styles, $2 to $12. Styles that will appeal to conservative tastes. Styles that meet the requirements of the slim figure.

Eagle's Corsets of coutil and brocade, $1 to $5.

Bides' Corsets are an endorsement for each one. $1 to $6.50.

La Marbeuse Corsets, sixty models, $1.50 to $12.50.

Other good makes include W. B. Coutil, C. B. and C. de M. C. and Nuform Corsets.

Children's Corset Waists

A special section devoted to child dressing and selling, 2nd to 12th.

News of Very Great Skirt Bargains

Thank your lucky stars, if you've postponed buying suit or costume till today. All that remained of imported suits and costumes are lowered to half price. The reductions bring exquisite Paris creations down to the price of domestic models. There's charm inimitable in these foreign-created beauties. No taste will gainsay that.

The models are exclusive—just one of a kind. So, of course, prices can be only limited—

A $150 Suit is $75; a $98 Suit is $49; a $69 Suit is $35; a $127 Suit is $63; an $89 Suit is $45, and so on.

The styles, as you may imagine, are exquisite. A plum-colored broadcloth suit, for example, is trimmed with pastel green, tone of itself, lace and braid. A pastel blue broadcloth suit has vest of Japanese embroidery on a charming pony coat effect. The colorings are all out of the ordinary. The picture shows one of the imported suits. It is of chiffon broadcloth; lace collar and sleeves. $69, was $139.

The costumes are of equal beauty, showing halved prices on all that remain. Red voile is $69, was $135, dark blue voile is $37.50, was $75. And so on.

With these a word is in order of the large showing of adapted foreign models, ranging in price from $25 —there are many styles at this price,— Then $37.50, $49.75. A marvelous range of styles.

TRIMMED

Black Hats at $10 to $45

The Millinery Salons not only show in broad abundance the general models, but they add quick to catch hint of any marked tendency in shapes. Sometimes we voice tone that develops as the season progresses. Then the development is amplified and voiced with truly wonderful assortment and with a diversity of effect well high bewildering even to choice.

As with these trimmed hats in black. Between $10 and $45, the stores run the gamut of effect the designers' brains possess in a manner chosen with rare taste, in a most effective manner, smoothed to black silk, velvet, chiffon, lace, fancy feathers and large quantities of silk ostrich—and these many shapes are always effective—never in a flower, often with wings or bird or "peacock" AFFAIR TOP to!

—Millinery Salons, third floor.

A Sale of Ostrich Plumes

Ostrich plumes have a permanent place in the favor of women no very decisive trend whatever, generally has yet developed. Therefore the beauty of the new shades, including taps, blues, cadet and browns, deeply arrogant in the mauve, rich tan and black—

- $1.25 for black Plumes; value $1.50.
- $2 for black and white Plumes; value $2.50
- $3.25 for black, and white Plumes; value $4.25
- $4.50 for black, white and colored Plumes; value $5.50
- $5.75 for black, white and colored Plumes; value $7
- $7.50 for black and white Plumes; value $9.50
- $10 for black and white Plumes, value $12.50
- $13.50 for black and white Plumes; value $16.50—big .27½-inch plumes.

—Main aisle, Arcade annex.

Silverware

BARGAINS; "EXTRA" SPECIALS

Sturdy "A 1" plated ware, the serviceable sort used by hotels and restaurants—

- Tablespoons, $1.25 a dozen; value $2.25.
- Dessert Spoons, $1.20 a dozen; value $2.25.
- Dinner Forks, $1.25 a dozen; value $2.25.
- Dessert Forks, $1.20 a dozen; value $2.25.
- Dinner knives, triple-plated, at $2.25 a dozen, instead of $2.75.

—Main aisle, Arcade annex.

Continuing the Rug Sale

Surplus of S. Sanford & Sons

Two Other Mills Contributed

The blame the mill, the more important of one-lots, from whatever source—each everybody knows that. Sanford's drives are one of the two largest makers of rugs in America. Large as they are, big stocks were, we could then linger by wanting with them some other rugs we are as almost equally attractive prices.

Besides, we have room for bricks, apartment houses, wooden buildings because of the new need of room in fact, whether for one room or an entire house. Some of the Axminster and Tapestry Brussels rugs are slightly mismatched as to pattern.

Axminster Rugs	27 x 60 inches, worth $2.50—priced $1.50.
	9 x 12 feet, worth $28.50—priced $17.75.
	8.3 x 10.6, worth $19—priced $8.75.

8.3 x 10.6 Tapestry Brussels Rugs, $8.75—regularly $14.

Axminster Rugs—		Eight Grade Tapestry Rugs—	
4.6 x 7.6, regularly $15, now	$7.50	6.0 x 9.0, regularly $18, now	$13.50
6.0 x 9.0, regularly $19, now	$14.50	7.6 x 10.6, regularly $27, now	$17.50
7.6 x 10.6, regularly $27, now	$17.50	9.0 x 12.0, regularly $38, now	$24.50
9.0 x 12.0, regularly $42, now	$28.50	Seamless Velvet Rugs—	
Seamless Velvet Rugs—		6.0 x 9.0, regularly $27, now	$18.50
6.0 x 9.0, regularly $27.50, now	$18.50	Tapestry Brussels Rugs—	
Tapestry Brussels Rugs—		6.0 x 9.0, regularly $30, now	$23.50
6.0 x 9.0, regularly $30, now	$23.50	7.6 x 10.6, regularly $42, now	$28.50
7.6 x 10.6, regularly $42, now	$28.50	Extra Heavy Rugs, now pri-	
9.0 x 12.0, regularly $50, now	$34.50	ced—	
Extra Heavy Rugs, now pri-		3.0 x 6.0, regularly $7.75, now	$5.25
ced—		4.6 x 7.6, regularly $15, now	$9.75
3.0 x 6.0, regularly $7.75, now	$5.25	6.0 x 9.0, regularly $22.50, now	$15.50
4.6 x 7.6, regularly $15, now	$9.75	9.0 x 12.0, regularly $45, now	$31.50
6.0 x 9.0, regularly $22.50, now	$15.50	9.0 x 12.0, regularly $60, now	$39.50
9.0 x 12.0, regularly $45, now	$31.50	10.6 x 12.0, regularly $72, now	$47.50
9.0 x 12.0, regularly $60, now	$39.50	12.0 x 15.0, regularly $108, now	$69.50
10.6 x 12.0, regularly $72, now	$47.50	12.0 x 15.0, regularly $135, now	$89.50
12.0 x 15.0, regularly $108, now	$69.50		
12.0 x 15.0, regularly $135, now	$89.50		

Carpets are also included in this sale—all have borders to match—

- Axminster Carpet, regularly $1.25, now $1 a yard.
- Axminster Carpets, regularly $1.15, now 85c a yard.
- Velvet Carpets, regularly $1.15, now 85c a yard.
- Tapestry Brussels Carpets, regularly $1, now 75c a yard.

Gas and Electric Lamps

Some odds and ends of lamps at a reduction of third to one-half.

$6.50 for 18-inch Library, Japanese copper bowl; base shade.

$8 for 24-inch Piano and Table Lamps, gold-decorated shade for the Lamps.

Electric Lamps—

$3.50 for Piano Lamps, $7.50 to $18—A lot of very handsome Lamps.

$3.50 for Piano Lamps, some of electric with Empire shades, now closing out 7-D and 2-light, some with half.

Electric shades at half prices—$4 to $6 values for $2 to $3.

Stamped Patterns, 60c

for Short Waist

These are 27½ yards of material in each pattern, with 1½ yards of 18-inch lining for foundation, and if you bought it at one piece, our regular price would be 75c. Today, 60c the pattern is 60c.

60c for stamped Corset-cover Patterns on sateen.

Those Who Love To Do Fancy Work

should by all means read this Art Needlework Room. Its full of the prettiest things—dainty collars, lots of "new" work. Or how are bells, lace, coat collars, side lines, short sleeves, neckwear, corset-covers and elaborate fancy article necessary for a trousseau.

Perhaps you have a notion—an easy stitch you may want to learn.

—Art Department, Main floor.

Leather Goods Samples

In all about 1750 pieces on which you save a 10 off as a half. From one of the most responsible leather goods makers in the country. Some very handsome pieces in the lot.

Pocketbooks, and other small pieces are half price. The range of prices is from 10c to $3.50, but a few of $10 and $15 are included. The latter is a hand-wrought purse of Rags and Linen. The other some very low range hand-sewed, Seal Grain, Walrus, Pin Seal, Alligator, calfskin, and the assortment and with a diversity of effect well high bewildering even to choice.

As with these trimmed hats in black. Between $10 and $45, the stores run the gamut of effect the designers' brains possess in a most effective manner, smoothed to black silk, velvet, chiffon, lace, fancy feathers and large quantities of silk ostrich—and these many shapes are always effective—never in a flower, often with wings or bird or "peacock" AFFAIR TOP to!

—Millinery Salons, third floor.

Books at 25c

Sold Regularly at 50c

Thirty novels, bound in cloth, all fresh, popular titles, by well known authors published all new at this month. Here's the list—

The Mystery, by Stuart Dunn.
The Mystery of Mr. Bernard Brown, by Mrs. Alex. McVeigh Miller.
The Confessions of Arnold Rodenstein, by Mrs. Alex. McVeigh Miller.
The Mystery of Allan Grant, by Mrs. Alex. McVeigh Miller.
The Mystery of Dr. Fu-Manchu, by Sax Rohmer.
The Mystery of Mr. Jessop, by Frank Richardson.
The Mystery of Mr. Wraxall, by Frank Richardson.
The Mystery of Mr. Bernard Brown, by Mrs. Alex. McVeigh Miller.
The Mystery of Allan Grant, by Mrs. Alex. McVeigh Miller.
The Mystery of Dr. Fu-Manchu, by Sax Rohmer.
The Mystery of Mr. Jessop, by Frank Richardson.
The Mystery of Mr. Wraxall, by Frank Richardson.

—Second floor.

Sheets and Spreads

At our original prices this lot of sheets, spreads and bolster cases sold well. Those who have determined to close our various lots at a chance are urged not to—

- 81 inches Sheets at $1.25 each.
- 90 inches Sheets at 75c each.
- 81 inches Sheets at 70c each.
- 90 inches Sheets at 80c each.
- Bolster Cases, 45 inches long, 20c.

Apparently enough here to last for a while, but it hasn't been a while since we made a lot have been a while. It's a desirable quality, very nice, 45 inches wide, 2½ yards long. Here at 50c. Today, $1.25 and $1.75 a yard.

—Second floor.

A Flurry in New Cottons

It's a queer paradox that calls these—cottons. Ever so many of them, visions of sweet unbridled coloring and shimmer, are had with. But always such gauzy fabrics in effect, and so—cottons.

Embroidered Batiste in the loveliest colors under the sun and very soft and dainty in both color and texture. 35c or $1.75 a yard.

There are other new novelties there for some of a better name, are called sweetness. The weave is about half silk, showing needle points of silk to the surface, then some are embroidered as well. For one word only—Delicious. 50c a yard.

Fresh comes to the world every spring St. Gall Batiste in Paris' new shades. Here it is, and it's a beauty. 50c a yard. Also Batiste Suiting. And certain voiles with exquisite graceful sprigs on one of the batistes to linger over and admire. $1.50 a yard.

For a word yet of French Organdies? Well, they are here, and in colorings that seem to fascinate even anyone. 27½c. Then a whole family of beautiful Batistes in the newest colors, some with figures. Some dotted and figured or striped designings. Many sheers. 12½c a yard. They look double that in beauty and charm.

New Gingham are being shown—as bright as a button. And an hundred of others. 12½c to 25c.

We couldn't begin to tell all we nearly all. The word is a style in the assortment of our—in the assortment of our—in the assortment of our—

—Second floor, Centre, Market street front.

Laces

We have a talk of laces today that will be of interest to those who have been waiting for the new laces are direct from Paris this season.

In the list are some of Irishes, Venetians, Cluny, Point de Paris, Point de Gene, Point de Venise, Point de Milan, Point de Paris, Point de Gene, Point de Venise, Point de Milan.

This is a great opportunity for dressmakers to spare of the laces for fall dress.

—The Trimmings.

Valenciennes Lace

Three of the same shortages of these popular laces that are now had. Many match sets, also Matchless laces. Improving sheet, as we do, gives you many a piece advantage. Today, 5c to 10c a yard.

Fleming, one side of Arcade, 10c a yard.

Evening, three Yards, 10c to 15c a yard.

—Arcade annex.

Dinnerware Bargains

100 pieces, $6; regularly $8. American porcelain. Decoration in

101 pieces, $18; regularly $25.50 decorated china. Floral border. These are all 100-piece sets—

American porcelain, floral effect, $15.

American china, floral effect, $12.

French and Berlin Bronze—

- $1.98 Inkstands, $4.50
- $2.50 Inkstands, $3.75
- $3.50 Inkstands, $5.50
- $7.50 Inkstands, $10.50

Urns and Vases—

Bronze Vases, hand decorated and ornamented, at $2.50 to $25.00—Arcade annex.

Evening, three Vases, 10c to 15c a dozen yards.

—Arcade annex.

Plain and Fancy Mohairs and Suitings

In Sage to deal at a store whose success stands for something. The sage is unique in the best sold of below are all they seem to be.

Today's Bargains

Ended—their season done—one of several factors' agents, or regular orders, or something. Some kind of

—for a yard, value 75c, for English Mohair Sicilian, excellent shades for [illegible]

—for a yard or 31 and 3 inches wide, value 50c, for Fancy Mohair, diamond, light colorings in gray and tan effective plain further weights of suiting. Piece or Pair.

—for a yard, 54 inches wide, value $1.25, for Fancy Mohair, in a large assortment of gray and blue Checks, according with the requirements, at 75c a yard.

—for 54 inches Mohair, suitable for [illegible] value $1.50, for Fancy Mohair, in a large assortment of gray and blue Checks, according with the requirements, at 75c a yard.

—for 54 inches Mohair, suitable for [illegible] value $1.50, for Fancy Mohair, in a large assortment of gray and blue Checks, according with the requirements, at 75c a yard.

—Second floor.

$1 Black Etamine at 50c a Yard

An excellent black mohair-and-wool etamine, they should be all right from a dollar a yard, at 50c a yard. It is an unlike weft. The fabrics is a trade happening.

Also a handsome number of black mohair novelties—some of the smooth, some of the rough. Worth a dollar more than a dollar. Here at 50c a yard.

—Second floor.

Sheets and Spreads

At our original prices this lot of sheets, spreads and bolster cases sold well. Those who have determined to close our various lots at a chance are urged not to—

- 81 inches Sheets at $1.25 each.
- 90 inches Sheets at 75c each.
- 81 inches Sheets at 70c each.
- 90 inches Sheets at 80c each.
- Bolster Cases, 45 inches long, 20c.

Apparently enough here to last for a while, but it hasn't been a while since we made a lot have been a while. It's a desirable quality, very nice, 45 inches wide, 2½ yards long. Here at 50c. Today, $1.25 and $1.75 a yard.

—Second floor.

Muslin Underwear

Some Good Values

The higher prices of cotton fabrics give our stock underwear a value that brought better to mean, not an added value to the. The fullness and width of these garments make them especially desirable.

Night Gowns—Of fine fine muslin, and hand somewhat embroidered, trimmed yoke, both sleeved and [illegible]

Also of Royal Cloth, fine muslin, with [illegible] Both [illegible] very high

tional matter, such as telephone numbers, etc. Some advertising men, particularly those in the department-store field, think that the firm name should appear at the top of every advertisement, believing that the readers of newspapers will look for the announcement of their favorite store to learn what it is offering. But in a small or a medium-sized advertisement, there is no necessity for placing the signature at the top, as the heading and signature would be seen at almost the same instant. In a large advertisement this might not be the case; hence, the top location in such an advertisement has something in its favor.

One serious objection to placing the name at the top of an advertisement is that unless it is carefully displayed, the name will overshadow the real heading. Some retail advertisers, in order to avoid this bad feature and yet retain any possible advantage of the top location, use a small signature repeated across the top of the advertisement in addition to a large signature at the bottom, as in the advertisement shown in Fig. 56. These *column signatures*, as they are called, serve to identify the advertisement; yet they do not interfere with the main display.

60. Size of Firm Name and Address.—The firm name should be prominent, as a rule, but it should be sufficiently subordinated to the heading or the main display, so that the latter will lose none of its prominence. In mail-order advertising, where there is a great deal of matter to go into the advertisement, and the space costs from $2 to $7 an agate line, the firm name and the address are often displayed in small type or even run in at the end of the body matter. In such a case, they are usually set in black-faced type. This method is also used in general advertisements for the reason that the article, not being bought direct from the advertiser, his name and address are of small importance, the chief aim being to impress the name of the article or the trade mark on the reader. General advertisers' names are sometimes emphasized, however, because of their trade-mark value.

The retailer advertises his entire store, as well as the goods mentioned in his advertisements, and therefore needs to keep his name and address before the public by displaying them with reasonable prominence in every advertisement.

61. Methods of Displaying Firm Name and Address.—A good general rule to follow in displaying a firm name and address is to make the two together about half as strong in display effect as the principal display in the advertisement, which is usually the heading. See Figs. 4, 6, and 8. There are exceptions to this general rule, however. In mail-order and general advertising there is usually less need for displaying name and address strongly than in retail advertising. Fig. 5, for example, illustrates how small the bottom display is when compared with the heading. The advertisement shown in Fig. 6 makes it clear that a line of 14-point (the name), followed by a short line of 10-point (the address), does not give more than about half the strength of the 30-point heading, though the total of points is nearly the same in both cases. Therefore, in undertaking to make a lower display about half the strength of the top display, it is better to be guided by the display effect than by a calculation of points.

Frequently, the best method is simply to arrange the signature and address one above the other as a centered display. If this will leave too much white space at both sides, a short name and address can be set on one line extending across the bottom of the advertisement, as in Figs. 5, 9, 10, and 14. The various methods of arranging the signature and the address in the exhibits of this Section will serve to bring out a great many styles.

62. Name Plates.—Figs. 57, 58, and 59 show examples of the **name plates,** or **signature cuts,** used by many advertisers to give individuality. Fig. 57 shows an example of what is known as a *reverse plate;* that is, in the drawing, the letters were black against a white background, and the lines near the edge were black; the engraver was instructed to *reverse* the colors and to make the letters white instead of

FIG. 57

FIG. 58

FIG. 59

black and the background black instead of white. This process is often used in order to get a distinctive headline or to get an entire advertisement with white letters against a black background. Sometimes these reverse plates give better display than black letters on a white background. The plate shown in Fig. 57 does this, but very frequently the effect is not so good as the usual black-type arrangement. The effectiveness of the plate shown in Fig. 58 is spoiled by an attempt on the part of the artist to make it too artistic. This name plate is not so effective as a good black letter against a white background would be. Compare Fig. 58 with Fig. 59, which is a strong hand-drawn signature of the usual black-letter style. The strength of the plates shown in Figs. 57 and 59 is due largely to the simplicity of the designs.

BALANCE

63. In arranging the several general display elements, attention must be paid to what is known in printing as *balance*. By **balance** is meant a harmonious distribution of the display elements, so as to keep an advertisement from appearing top heavy, bottom heavy, or too strong in display on one side. Some features of balance have already been considered.

An important principle of balance is that the center of display should be closer to the top than to the bottom of an advertisement. By *center of display* is meant that point in an advertisement which would be the balancing point if the advertisement were a stout piece of cardboard balanced on a pivot, with the chief display lines on it as weights.

If an advertisement has only one strong display element, this display should not be exactly in the center or below it, but a little above the center. Note Figs. 60, 61, and 62. Fig. 60 has a display at the bottom that is not so strong as the top display, but it is enough to keep the advertisement from appearing top heavy. As the top is heavier in display, the center of display will be above the center of the advertisement, which is in accordance with the principle of balance. In Fig. 61, the line "100 for $7.50" is near the name and

Wedding Invitations
100 for $7.50
The bride-to-be may as well start learning economy before the wedding, and one of the ways of doing it is to save on the wedding invitations.
We do not advise issuing invitations of inferior character. We offer to supply 100 Wedding Invitations on strictly high-grade stock, beautifully hand-engraved, executed in the latest script type by the most skilled artists; the outfit complete with inside and outside envelopes, in sets of 100 for $7.50. Each additional hundred $3.
Scranton Engraving Co.
Lincoln Square

FIG. 60

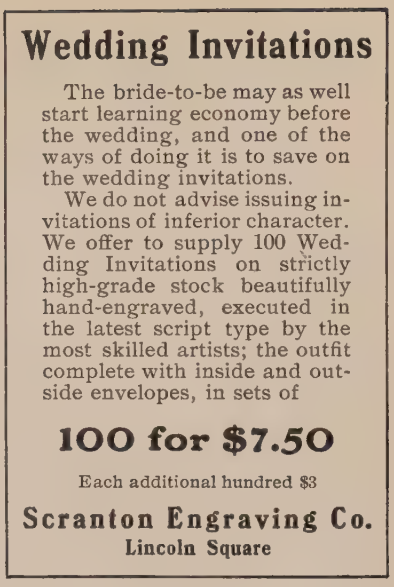

Wedding Invitations
The bride-to-be may as well start learning economy before the wedding, and one of the ways of doing it is to save on the wedding invitations.
We do not advise issuing invitations of inferior character. We offer to supply 100 Wedding Invitations on strictly high-grade stock beautifully hand-engraved, executed in the latest script type by the most skilled artists; the outfit complete with inside and outside envelopes, in sets of
100 for $7.50
Each additional hundred $3
Scranton Engraving Co.
Lincoln Square

FIG. 61

Wedding Invitations
The bride-to-be may as well start learning economy before the wedding, and one of the ways of doing it is to save on the wedding invitations.
100 for $7.50
We do not advise issuing invitations of inferior character. We offer to supply 100 Wedding Invitations on strictly high-grade stock, beautifully hand-engraved, executed in the latest script type by the most skilled artists; the outfit complete with inside and outside envelopes, in sets of 100 for $7.50. Each additional hundred $3.
Scranton Engraving Co.
Lincoln Square

FIG. 62

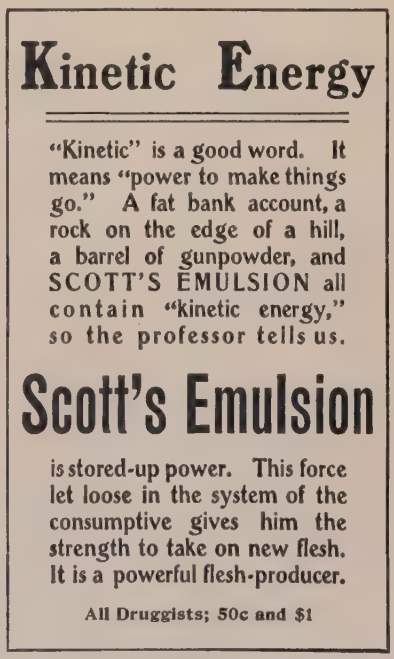

Kinetic Energy
"Kinetic" is a good word. It means "power to make things go." A fat bank account, a rock on the edge of a hill, a barrel of gunpowder, and SCOTT'S EMULSION all contain "kinetic energy," so the professor tells us.
Scott's Emulsion
is stored-up power. This force let loose in the system of the consumptive gives him the strength to take on new flesh. It is a powerful flesh-producer.
All Druggists; 50c and $1

FIG. 63

address, thus bringing the center of display below the middle of the advertisement and making the lower half the heavier; the effect is to throw the advertisement out of balance. If this "100 for $7.50" line is carried back to a position above the center of the advertisement, as in Fig. 62, the balanced effect will be restored.

If it is ever necessary, on account of the arrangement of copy, to put the heaviest display line below the middle of the advertisement, the bottom display should be minimized and a moderately strong top display used, so as to bring the center of display still above the middle of the advertisement. This is clearly illustrated in Fig. 63. If a bottom display as strong as the top had been added to this advertisement, the balance would have been disturbed. If these fundamental principles are observed, superior display will result.

SPACE PROPORTIONS

64. Publishers usually have some rules regarding the proportions of space that they sell to advertisers. Many newspapers, for instance, provide that double-column advertisements shall be at least 42 agate lines deep. But these regulations are few, and the advertiser is left much to his own judgment in deciding in what shape he shall buy his space.

If the advertiser wants as much space as is contained in a 21-inch column of a newspaper, shall he buy a full column, as in Fig. 64 (*a*), a space $10\frac{1}{2}$ inches long across 2 columns, as in (*b*), or a space 7 inches deep across 3 columns, as in (*c*)? If he needs 42 inches of space, shall it be taken 14 inches deep across 3 columns, as in (*d*), or $10\frac{1}{2}$ inches deep across 4 columns, as in (*e*)? If he is to use half a magazine page, shall it be a full column, 8 inches deep and $2\frac{5}{8}$ inches wide, as in (*f*), or shall it be half of the page divided horizontally, that is, a space 4 inches deep by $5\frac{1}{2}$ inches wide, as in (*g*)? Is a quarter-page magazine space 4 inches deep and $2\frac{5}{8}$ inches wide, as in (*h*), more to be desired than a quarter-page 2 inches deep and $5\frac{1}{2}$ inches wide, as in (*i*)?

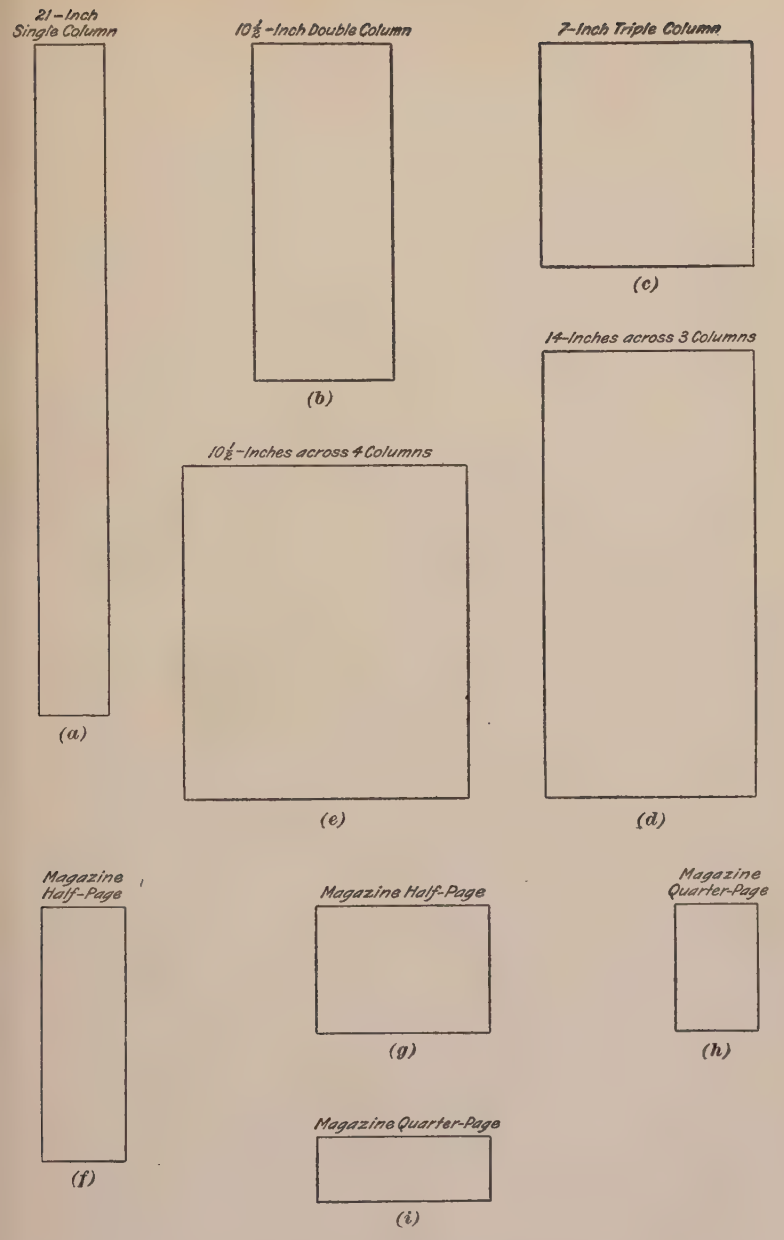


FIG. 64

Showing relative proportions of different areas of space

ADVERTISEMENT DISPLAY
(PART 2)

MINOR DISPLAY ELEMENTS

1. Among the small display elements of advertisements may be included panels, coupons, underscore rules, capitals, Italics, initials, paragraph marks, and other miscellaneous elements.

PANELS

2. Panel borders have already been treated among general display elements. Under this heading, therefore, will be considered panels that are used as minor display elements, singly and in groups, in the body of the advertisement.

When many articles are to be described in one advertisement, those which are related to one another are usually collected in one part, or section, of the advertisement, and separated from other groups of articles by a rule border. Such a division of an advertisement is called a **panel.** The copy within the panel is practically an advertisement in itself, except that the firm signature is omitted.

The ordinary panel is formed by surrounding the type matter with either a 1- or a 2-point rule, as shown in Fig. 1, the various panels sometimes being separated by a liberal margin of white space, as in Fig. 2. Panel headlines may be used to separate the various offerings, as in Fig. 3, thus producing a panel effect without the use of panel borders around the whole section, but the use of white space between panels improves the appearance.

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3. Uniformity of Panels.—As a rule, all the panels of an advertisement should be uniform in style of display. A notable exception to this rule, however, is an advertisement like that shown in Fig. 3. In this advertisement the chief characteristic is a lack of uniformity in panel construction

Damaged Goods Selling Rapidly
Hundreds of Enthusiastic Buyers Crowd Salesroom in Frantic Efforts to Secure Bargains
Bargain upon Bargain Awaits You at This Great Fire Sale.
These goods will be sold at once and without the slightest consideration of the actual value.
Do not delay—if you would save money in the purchase of housefurnishings—come at once.
The Fire Insurance Adjusters, Craig-Wright-Walker, Have Marked All the Damaged Goods Unusually Low.
Inasmuch as only the greater portion of these goods are slightly damaged by smoke or water, or both, you scarcely notice where the damage really is.
The most costly parlor and library pieces suffer the same reduction as do the more damaged pieces. All are deeply cut, regardless of real value
Upholstered Goods—the Best That Money Can Buy—
are included in this great fire sale. Genuine leather, silk velour, English tapestry and Spanish leather davenports and couches with genuine mahogany and quartered oak frame. Costly pieces at the price of ordinary cheap furniture.
Big Bargains
$80.00 Turkish Leather Rocker..... $30.00
$75.00 Turkish Leather Rocker..... $42.00
$60.00 Silk Plush Rocker..... $30.00
$18.00 Norris Chair imitation leather . $10.50
$40.00 Turkish Leather Rocker..... $25.00
$60.00 Turkish Leather Rocker..... $28.00
$38.00 Turkish Leather Rocker..... $22.00
$65.00 Turkish Leather Rocker..... $28.00
$60.00 Silk Plush Turkish Rocker . . $35.00
$18.00 Mah. Upholstered Parlor Chair..$10.00
$17.00 Mah. Upholstered Parlor Chair . $8.00
$12.00 Mah. Upholstered Parlor Chair.. $6.00
$13.00 Mah. Upholstered Parlor Chair.. $7.50
$16.00 Mah. Upholstered Parlor Chair.. $8.00
$1.25 Sewing Tables. 45c
$3.75 Stand, Mahogany..... $2.25
$2.50 Stand, Golden Oak..... $1.35
More Bargains
30 Sanitary Steel Couches, the worth of gold bronze will make them as good as new.
Winegar's price..... $4.98
Craig Wright Walker's price $3.98
$28 Kitchen Chair, Velour cushions, quartered oak frame
Craig-Wright-Walker's price..... $11.98
Kitchen Cabinet, oak construction.
Winegar's price..... $8.75
Craig-Wright-Walker's price $6.00
$7.18 Kitchen Cabinet..... $3.50
$1.50 to $4.00 Dining Chairs, choice .. $1.00
$3.00 Dining Chairs, choice..... $1.50
$4.00 Dining Chairs, choice..... $2.00
$4.88 Iron Bed $1.95
$12.65 Iron Bed $5.00
$20.00 Iron Bed $8.00
Couch Bargains
Goods Sold for Cash Only
Fresh bargains have been removed from the warehouse to the salesrooms for Wednesday's selling. Considerable disappointment was experienced by some tardy shoppers during Tuesday's rush. If you desire the bargains listed in the announcements, act at once—do not delay—or you, too, may be disappointed. This will be the biggest sale in the history of furniture selling.
This Great Fire Sale offers the people of Grand Rapids such sensational values and low prices as were never offered before.
Come early—be first to secure the goods marked far below the original cost.
Positively No Goods Exchanged
Davenport Bargains
Winegar's Division St. Store
South Division and Cherry Sts.

Fig. 1

An example of how the various sections of a large advertisement (shown here in reduced form) may be paneled off. This advertisement was prepared by an I. C. S. student. The main displays are in Hearst

and display; but this is so consistently irregular that the lack of symmetry gives the advertisement strong individuality, enabling the reader to distinguish it at a glance among the more symmetrical announcements of other stores. This style of panel arrangement, however, is very difficult to handle well, and great care is required to avoid a mass of

Another Sacrifice of Damaged Stock

These are more goods that suffered during the Rawlings fire. So we give our customers the benefit of our misfortune. Naturally we are desirous of selling these goods for cash, owing to the big price concessions, but if desired, favorable deferred payment terms will be made if the amount of the purchase warrants it. No 'phone or mail orders can be accepted, however, and no exchanges will be made. As always you can rely on the goods being exactly as advertised. We realize fully that "your satisfaction is our success," and that no success can be built on misrepresentation. Don't delay! Come today! Sale lasts only

Wednesday, Thursday and Friday, January 16th, 17th and 18th.

Linoleums and Oil Cloths ⅓ to ½ Off

Our stock of Linoleums and Oil Cloths, being located in the basement, was slightly damaged by water, but neither fire nor smoke reached it. Not a yard is discolored, but some of it has shrunk a little.

When you stop to think that this stock was the most complete in Scranton, you will get some idea of the immensity of this bargain. But only from a visit to our basement can you fully realize what it means to get them at one-third to one-half off.

Inlaid Linoleums

The best floor covering made for halls, kitchens, hotels, offices, etc. Made in a variety of simple conventional patterns. Formerly sold at $1.25 to $1.50 per square yard. Damaged Stock Sale prices.

65c, 85c and $1

Oil Cloths

The damage to this line is even smaller than in the case of the linoleums, but we cannot sell them as perfect. Formerly 25c to 45c a square yard. Damaged Stock Sale prices,

15c, 19c and 28c

Plain and Printed Linoleums

All excellent quality Linoleums. Only second to the inlaid stock just quoted. Formerly sold at 65c to $1.00 a square yard. Damaged Stock Sale prices.

39c, 55c and 69c

Left-Over Lace Curtains and Portieres

There are still a few of the damaged stock of portieres and curtains left. These are of the higher grades and are decided bargains. Simply touched by smoke and in some cases by water. No imperfection is evident when the curtains or portieres are hung. And all going at one-half or less.

Lace Curtains

Nottinghams—Two tone effect in ecru and ivory. Only 21-2 pairs; were $6.00 per pair. Now $2.85.

Cable Net—One pair only; were $4.50. Now $1.75.

Bonne Femmes—Madras weave, Brussels design. For two windows only; were $7.50 each. Now $2.75.

Bonne Femmes—Elaborate Arabians with cable net center, liberal flounce. For two windows only; were $9.00. Now $3.75.

Wood Curtain Rods—White, slightly smoked. Each 5c.

Lamps Cut Again

In order to clear out our entire stock of slightly imperfect lamps and globes we have made still deeper cuts in prices all along the line. Decorated porcelain or metal bases. Odd globes of all kinds. You can match them up to suit yourself and get a beautiful lamp complete at less than

¼ and ½

Portieres

Two-tone effect in green tapestry. Were $5.00, now $2.50.

Red mercerized tapestry. Were $6.00, now $3.00.

Mercerized tapestry portieres. Geometrical body pattern with floral border and silk cord edge. Were $10.00, now $3.00.

High-grade raw silk portieres. Bulgarian weave in art nouveau design. Colors, old gold and brown. Only one pair. Were $21.00, now $10.75.

We Move to Lackawanna Avenue

YOUR SATISFACTION IS OUR SUCCESS

THE ECONOMY

225-227 Wyoming Avenue

Removal Sale Now Going On

FIG. 2

An example of a broken-panel effect at heading, a drawn-signature cut, and various methods of handling panels in an advertisement dealing with different classes of articles. The display is in John Hancock, with body matter in Old-Style Roman. The introductory matter is set 2 points larger than the descriptive matter. Reduced from 4 columns wide by 12½ inches deep

Store Closes at One

A few of us will have to stay at work—we're moving, you know; expanding into the enlarged building. But the thousands will be off for a lark

Monday, *the* Furniture Sale

It's success was assured when we completed the purchases of the goods to be offered. We simply await public endorsement of the sale—await to see how quickly you avail yourself of what we know to be very great bargains.

Of Course, All of You Will Compare

Bathing Suits for Everybody

DAINTINESS and regard for one's health demand the wearing of their own bathing suit—and into a bathing suit you'll hurry at the first moment.

Americans taught the world how to bathe—and what fun we have at it! The romps on the beach are worth the year's waiting for play time to get back again.

For Women:

Fabric as it is shows that shed the water well. Mohair does this best of all. It rebounds readily into freshness too, after the bathe.

Black Sateen Bathing Suits, braid-trimmed; stylish and serviceable; $3, $3.50 and $4.

Black Mohair Bathing Suits; neatly trimmed with braid. $3.98.

Black Serge Suits, full-skirt effect, $4.98.

Black Surf Cloth Bathing Suits; braid-trimmed, $8.

Bathing Suits of blue and black Mohair; stylish pattern and trimmed with white; the skirt buttoned prettily over the hip. $7.75.

Black Surf Cloth Suits; red and white neck outlines and shield, the skirt is trimmed smartly with 4 deep bands of black; black and white braid trimmings. $9.98.

Bathing Suits of Surf Cloth and Mohair; blue and black and gray effects; some elaborately trimmed. $8.98, $9.50, $9.98, $10.98, $11.98 up to $15.98.

—Second floor.

For Girls:

Flannel for the little tots. Chic little Mohair Suits for the older girls.

Overskirt Style Flannel Bathing Suits; braid-trimmed. Overskirt, $2.98.

Overskirt White Flannel Bathing Suits; prettily braid-trimmed. $3.75.

Two-piece Flannel Bathing Suits; navy-and-white trimmed with braid and red-and-red and white. $3.25, $3.75, $3.98 and $4.50.

Two-piece Mohair Suits; red and white colors. $3, $3.75, $3.98 and $5.00.

—Second floor.

For Men:

The correct Bathing Suit for Men is of extra heavy navy blue Worsted; has a convenient belt with white re-cloth, around armholes and on edges of skirt. And the trunks have the usual broad band of white around the waist. Sizes 34 to 46 inches. Prices according to shoulder and chest measurements, and the length of skirt for flying. $4. Suits in blue with red trimming, instead of white. $5.

Men's navy blue Two-piece Bathing Suits; made of extra heavy all-wool Worsted; has a convenient belt. $3.98.

Men's navy blue two-piece Bathing Suits; made of heavy-weight Cotton; shorter sleeves. $2 to $3.50.

Men's two-piece Suits; made of heavy-weight Cotton, with white and black trimmings. $1 to $2.50.

Men's Sweaters; navy blue with striped Worsted bands at neck and bottom. $1.50 to $2.50.

Men's Sweaters; navy blue with striped Worsted bands at neck and bottom. $2.98 to $3.50.

Men's Two-piece Sweaters; navy blue with striped Worsted bands at neck and bottom. $3.98 to $4.50.

Men's Two-piece vertical stripe Worsted Suits, red and white colors. $3.98 each.

Men's Two-piece fancy silk striped Worsted Suits, at $4.98 to $6.98 and $8.98 each.

—Fourth floor.

For Boys:

Boys' Two-piece vertical stripe Worsted Suits, red and white colors. $3.98 each.

Boys' Two-piece fancy silk striped Worsted Suits, at $4.98 to $6.98 and $8.98 each.

—Fourth floor.

Boys' Two-piece vertical stripe Worsted Suits, made of pure-worsted Cotton; shorter sleeves. $2.98 each.

Boys' Two-piece fancy silk striped Worsted Suits, at $4.98 to $6.98 and $8.98 each.

—Fourth floor.

Boys' Two-piece vertical stripe Worsted Suits, made of pure-worsted Cotton; shorter sleeves. $2.98 each.

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—Fourth floor.

$1 for Men's Straw Hats

Any straw hat in stock for $1—the men's Tourist shapes, with stream and rolled brim, and regular shapes (softer hat style) with flat crowns and straight brims. Sold at $1.24 to $2.50. Fewest of the $1.50 sorts left, there's half-watching to be enough if you would get best value.

There are Tourist shapes that sold at $2, $2.50 and $3, in French Panama, Milan, Manila and Leghorn straws. $1.50.

Men's Split Straw Hats; Panama shapes. $2.50, $3, $3.50 and $4. $1.75 sorts. Pay $1.

Men's Sennit and Rough Straw Hats, $2, $2.50, $3 and $3.75 sorts. Pay $1.

Boys' Straw Hats at 50c. Sold up to $1. Sailor, Tourist and Rough Straw shapes, in Split Straw, but no finest. Worth the trip to new quarters, and only twelve dozen at this price.

Third floor, rear elevators.

Tailored Suits *and* Skirts

Examine suits—see would pay almost as much for equally stylish making. Think it over, think whether you can afford to skip the style and grace that mean tailored suits given.

$18—Handsome Tuffet-back Suits of cream-white Panama—satin lined jacket, box-back, and cut-away revers, de ven vent of contrasting cloth to match collar and cuffs; buttons to match; the skirt has deep gathered flounce, trimmed in the same manner.

$20—Stylish Panama Suits, short Eton jacket, prettily trimmed with bands of white satin; the skirt is gathered at the waist line, back and front, and trimmed with bands of white satin; it drapes over a foundation skirt of white taffeta, and is made in plaid or plain effects.

Boucle cloth is back in favor and trimmed in many styles.

—Second floor.

Separate Skirts—Short-Length

$2.98—Black Cloth Walking Skirts; full-sweeping flounce, finished flare flounce, with stitched bands; 38 inches long.

$4.75—Short and full, in Panama and Cheviot Suiting, gathered for a flounce setting in white, which is lined with percaline and has a stitched band; 38 inches long.

$5—Black Cheviot Walking Skirts; flounce-flare, finished with stitched bands; 38 inches long; lined throughout with percaline; all sizes.

$5—Black Cheviot Walking Skirts; gored, with flounce-flare; new back seam, 40 to 44 inches, and 38 inches in flare flounce.

—Second floor.

Photographic Demonstration

The Photographic Supply Store has been moved. Still on the fourth floor, but over in the East building.

There's to be an interesting demonstration there today to show how simple it is to make

Platinum Prints

It'll be done by an expert from the factory.

—Second floor, rear, Filbert-st. elevators.

Silk Waists, $1.75

A hundred of them—taffetas, peau de soie, moire velour and peau-de-soie—all colors—broken lots that we must clear out at once, yet, individually, the waists are as good as though we had full lines. Values up to $5—not all were that much—but all are marked $1.75.

—Second floor.

Girls' Dresses: Reduced

Half price, less than half in many instances, for quite new and pretty cotton suits for children at 4 to 14—reduced last evening for a quick clearance sale this morning. Instead of Real use.

50c for 25 and 35 to 50 Gingham and one-piece Dresses in Percales. Sizes 4 to 14 years.

75c for 45, 65 to 75 Gingham and one-piece Dresses in Percales, Lawns and Chambrays. Sizes 4 to 14 years.

$1.00 for $2.00 to $2.50 Gingham Dresses, of Lawns, Percales and Chambrays. Sizes 4 to 14 years.

$1.25 for $2.50 to $3.00 Gingham Dresses, of Lawns, Chambrays and Percales. Sizes 4 to 14 years.

$1.50 for $3 to $3.50 Gingham Dresses, of Lawns, Chambrays and Percales. Sizes 4 to 14 years.

$1.75 for $3.50 to $4 Percale Dresses. Sizes 4 to 14 years.

$2.00 for $4 to $4.50 Percale Dresses. Sizes 4 to 14 years.

$2.50 for $5 to $5.50 Percale Dresses. Sizes 4 to 14 years.

$3.00 for $6 to $6.50 Percale Dresses. Sizes 4 to 14 years.

$3.50 for $6.75 Percale Dresses. Sizes 4 to 14 years.

$4.50 for $8.50 Percale Dresses. Sizes 4 to 14 years.

$5.00 for $9.50 Percale Dresses. Sizes 4 to 14 years.

—Second floor, East annex.

Boys' Clothing

Gracious, what funny July weather the last day or two! The boys needs something warmer than thin washable stuffs to meet these knocked-for drops in temperature. The best suit for the need is the

"Gimbel Special" Serge Suit at $5

Single- and double-breasted sacks, in right weight for Summer wear—light, yet with warmth enough for cool days, and always correct. The best money's worth we know of; and plenty of sizes.

Boys don't respect seasons—they wear out clothes *all the time*. So the dependable clothing store is prepared at all times to supply them. Plenty of sorts and sizes here, especially in Shirt Waists, Blouses and Knee Trousers—

Blouses and Shirt Waists, 19c; 25c to 50c.

Knee Trousers, 50c to $1.98.

Overalls, 35c, 42c and 50c.

Navy Suits, $2 to $10.

Washable Suits, $1.50 to $5.25.

Serge Coats, $1.25 to $3.

Cloth Jumpers, 50 c.

Cloth Overalls, 25c.

Linen Wash Suits, 75c and 98c.

Serge Suits, $2 to $10.

Washable Suits, $1.50 to $5.25.

Serge Coats, $1.25 to $3.

—Third floor.

New *and* Pretty Hats, $5

WOMEN appreciate this sure way to ultimate—the continuous freshness of smarts, for no matter how the best dress suffers for a new hat one can keep in fashion and be varied in particulars.

The Summer sun is for temperate hats—60 on that quite showers and other hats lose their terror.

Black hats; white hats—the luminary to be worn a rather large black hat with white dress, or a white hat with colored costumes.

$2—All-white Fishers Hat of coarse braid; edge of entire outer side; trimmed with soft white ribbon and white wheat sprays.

$3—Fine Panama flare Hat of white satin braid; long white braid caught under brim and sweeps around entire crown; finished with soft silk pompon knotted and twisted.

$5—Very large Hat of coarse black braid; large black ostrich plume curving with shape of hat; band of black velvet ribbon, 3 to 5 silk roses on side back.

—Second floor, Market street.

If it hadn't been so stormy yesterday there would have been no second chance at these shoe bargains

3100 Pairs of Women's Oxfords at 95c

Black kidskin with patent leather vesting, opening at side; hundred pairs of brown Kalskin. All have the dainty turned soles and all are in good styles. These are the overplus of an important Eastern maker—some of the Oxfords were shipped in some time ago, some came on Wednesday.

This maker isn't gaited for the fine work we demand in our regular lines, but he suits most shoe stores—including some of the so-called "exclusive."

All lengths and widths. Oxfords for the majority of women for all usual wear. 95c a pair. The maker says he has regular customers get $1.50 and $2 a pair for them—so we have no exact standard for comparing them.

Buy on Second or Third floors—whichever is handiest. This will be a great shoe day.

$2.95 for $5 Shirt Waist Suits

A pretty white dress for less than three dollars! The waist is shadow-backed to hold fine and tells to pouch at waist. Tucked back collar with handkerchief turn-over. The skirt is the very latest shape, with circular flounce trimmed with insertion and tucks. The fabric is a pleasing quality of white batiste.

—Second floor, East annex.

Men's Summer Suits Reduced

We've reduced prices on Summer Suits for men. These reductions apply to this season's styles—the new sort of well-tailored ready-to-wear clothing. The best dressers are interested in the new prices. These are our regular Summer lines.

Two-piece and three-piece styles. Now you can afford to be well dressed.

And the reductions are liberal—both for you and for us. So much of wearing time is yet to come and the suits are in styles that will be correct next season—for you the service means money in hand. As for us, we simply have to know stocks. If it's no other reason than because the Men's Clothing Store is about to move to new quarters. It has already taken a forward step; when open to clothe a new suit.

$7.50 for Men's $8.50 and $10 Suits—

Men's Black Cheviot Suits; coats are two-button sack style, hand-tied with single lining; vests have five buttons and roll collar; trousers are cut full and roll. Worth $8.50 and $10. Now $7.50.

$10 for Men's $15 Suits—

Men's Finely-made Suits; three- and two-button sack coat; Suits tied and have hand-worked buttonholes; made of Fancy Worsted and Black Cheviot. Materials; Imported Worsted and plain black Unfinished Worsteds, absolutely the very sort to insure long wear and shape to the end. Worth $15. Now $10.

$15 for Men's $18 and $20 Suits—

Men's Suits of Fancy Worsted and Cassimere; Blue and Black Cheviot; Unfinished Worsteds; coat is not by hand; coats are two-padded and welted, and are hand-tied. Were $18 and $20. Now $15.

$20 for Men's $25 Suits—

Men's Fancy Mixed Suits, Homespun Cheviots, Unfinished Worsteds and Fancy Worsted and Black Cheviots. The tailoring in these garments is of the highest standard. Were $25. Now $20.

Men's and Young Men's $4 Outing Trousers at $2.50

One hundred pairs of Men's and Young Men's Outing Trousers, all with gray fabric, gray overstripe; also with black and gray stripes. Finely tailored; 13-inch bottoms at the feet, and large for feet. Suitable for any kind of outing. Were made to retail at $4. Pay $2.50.

Young Men's $15 Suits at $10

Young Men's Fancy-mixed Suits, consisting of Cheviot Cheviot, Scotch Cassimere and Unfinished Worsted; that are one of the season at $15; have all $18-all one high-weights, and sizes are half-inch and half-inch wear of other; sometimes and lapels. Were $15. Pay $10.

The Sale of Men's Summer Shirts

A quantity of Men's Summer Shirts—the sort that are fashioned with soft bosoms and with attached collars—will be sold this morning at 25c each. They were made to sell at 50c each. Not a great many, but a fortunate chance for early shoppers. Styles are neat; the best sold for dollar's worth we know of. We've started to clear out 10,000 Summer shirts. Looking for bargains?

Men's 50c and 75c Percale Shirts at 39c: Men's 50c Shirts at 39c:

Men's and Boys' 50c Shirts at 39c:

Market Street **Gimbel Brothers** Ninth Street

FIG. 3

Nearly all Gimbel advertisements are laid out on the unbalanced-panel method of display, the chief advantage of which is the prominence given to the principal panel. Such an arrangement needs a border to hold it together. The subordination of the firm name is extreme. Note that panel effect is obtained without the use of rule around the entire section of the advertisement, and that additional strength is given to headings by enclosing them in panels. This advertisement is finely illustrated

THE merchandising methods of our forefathers were price-haggling affairs; a merchant's ability in those days was measured by his ability to secure high prices. It is different now-a-days—a store's prestige is gauged by its ability to quote low prices and to give the highest quality merchandise compatible with the standing of the house. We were the pioneers in the big sales—small profit systems we were the originators of hour sales and are to-day the price regulators of Pittsburg. These hour sales have become the price barometers of Pittsburg, and their watch cry is: "Ceaseless endeavors to give dependable merchandise at the lowest prices." This is exemplified to a remarkable degree in to-day's great gathering of

low-price "specials" from all over the store

10 to 11 A. M. to-day.

Women's 25c hose, 12½c.
Women's extra-size black, fast-color cotton hose; full seamless and heavy weight; reduced from 25c pair to 12½c.

Boys' wool vests, 44c.
A lucky of elegant embossed or plain knit; sizes 2 to 10 years; selling and if lucky of 15 to 25c; choice of the lot, 44c.

Men's 50c undershirts, 25c.
Men's fine ribbed cotton shirts; in red and tan figured and checks worth 50c to 75c at 25c each.

Men's $1.50 shoes, 98c.
Boys and youths' solid calf shoes; lace style; sizes 9 to 13½; worth $1.50 pair at 98c.

Men's wool pants, $1.19.
10 lots of assorted wool pants; a lucky of cutting and 2 lots of 3-inch trim; per yard, 10c; worth 12½c. All day at 10c.

Ribbons at 5c.
Nearly 5,000 yards imported and domestic ribbons, moires, taffetas, velvets, fancy stripes, etc.; worth 10c, at 5c.

Lace pillow covers, 39c.
Ordered striped pillow covers, tapestry top and back, with lace insets on each corner; also lithograph covers—some with fringe; worth 50c, at 39c. (Drapery dept.)

Pillow cases, each, 10c.
Hemmed pillow cases; 42x36 inches; made of good muslin; extra special value hour each at 10c.

Long clothes, 98c.
Long clothes of women's fine nainsook; 6 pieces in set; worth $1.25 set; hour sale price, 98c.

Women's 25c hose, 12½c.
Women's fine gauze lisle; in all weights of cream and white; all sizes; worth 25c pair; hour sale price, 12½c.

Men's 25c socks, 12½c.
Men's fine gauze lisle; in all weights of cream and white; all sizes; worth 25c pair; hour sale price, 12½c.

Men's $1.50 shoes, 98c.
Men's vici kid shoes; lace style; sizes 6 to 11; worth $1.50 pair at 98

1903 Our Annual Spring Exhibit and Sale This Week 1903

THE STORE

Its Ways and Byways

Our agreement with you

To apply—liberal methods.
To supply—courteous service.
To show—complete stocks.
To furnish—reliable merchandise.
To guarantee—the lowest prices.
Our chief study—your satisfaction.
We accept and abide by that contract.

The standard we are working to is high enough to lift this business from the ordinary. We aim to make it ideal of what a store should be. Every mercantile force and power we control is centered in bringing you the world's best at prices that prove a happy release from extravagance. To-morrow shall be ahead of yesterday's stepping place. Each day will prove a stepping stone in the onward march.

Your favor and confidence are inspiring assets. It is high pleasure to plan and work and accomplish for an appreciative public. To you then we dedicate our best endeavors, not merely to justify our right to your regard, but more important, to realize our own aspirations and act worthy of them.

Improvements everywhere.

The building—stretching from Eleventh to Twelfth, Market to Girard streets —has doubled since last spring and the whole block is now transformed into one grand temple of industry. The enlargement increased three-fold. New counters, ideally complete fixtures, broad aisles, and clear, mellow sunshine in every part from all corners, contribute to the comforts and pleasures of shopping. The remodeling of every system has taken a long step forward. Day and night the work of betterment goes on.

Buy by the store.

Scores of interest are as much as the types in this announcement. Stay as long as you please. The Restaurant and Soda Ing with newness, answers the luncheon question. How many orders do you suppose we serve in a day? Rapidly, and here are the prices. For a moment of quiet turn to the Resting Room on the Second floor, where everything that makes for your comfort has been thought of—current magazines, daily papers, stationery and ink at your elbow.

Class distinction plays no part in this store's policy. Its growth is in the healthy air of equal justice to all. Every one else could have made it what it is. Nothing else can keep it what it is. We have no favorites, and use our facilities for everybody's benefit. We are as mindful of the interests of the customer who spends little as of the one who spends much. One kind is as welcome as the other. Because the store stands strong in your esteem, and because of it—successful.

A picture of Spring

Stocks press forward from all parts of the civilized globe, eFull of the spring-time feeling and the energetic spirit of Ambition we are more than ever alert to meet your expectations. Take the trolley to the door of the establishment and use our facilities for everybody's benefit. We are as mindful of the interests of the customer who spends little as of the one who spends much. One kind is as welcome as the other. Because the store stands strong in your esteem, and because of it—successful.

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Afternoon Tea, 5c
Served in Restaurant
A Frothy Second Cup of English Breakfast Tea with Cakes and Jelly.
Or Ice Cream with Cakes
Daintily Served.
5 TO 6 P.M.

Snellenburgs

ENTIRE BLOCK—MARKET, 11th to 12th STS.

Dress Trimmings
All the Newest, Premium Silk of Passementerie, Tinsels, Cords, Gimps, Braids.
Black, Colors, Effect Novelty.

The New Spring Millinery Receives To-morrow

The best of Paris is here. And yet beside the charming conceits of our own ideas people it is a question if we don't beat the French at their own game. Enjoy the show if only for the fashion hints it holds. All the winsome dips and tilts and flares with their confusion of foliage, flowers, feathers, malines, chiffons, ribbons, spangles, mock-jewels and what not—beautiful, gorgeous, full of suggestions—are waiting you. Compliment us if you will by copying, or spare yourself the trouble and expense by buying, for the copy would cost as much, and the chances are it wouldn't be as stylishly made. Let us look at a few of the foreign invaders

From Mme. Tore a magnificent shady in Fuchsia, the color that sounds the locate of popular favor. Its big flare hat, describing quite a new shape, is lined under the brim with shirred chiffon and trimmed with a wreath of mallow in the same shade. Two of the very large roses of the color, the outermost wreath of tiny ones nestled in the soft fold, the under surface of the lace trimming begun with a second wreath of larger buds, bordered with straw embroidered curved loops that form the framework of the crown! Long silver loops of fuchsia-colored velvet caught by a handsome long buckle, studded with amethysts, cover the entire space, ends falling in front of the shoulder.

Madame Fourly contributes a dainty creation of light blue, with the faintest suggestion of turquoise, in large picture form makes it an idealized shepherdess shape. Fanciful star-like appliques of the straw and chiffon face the entire front—the same intermingling of material being carried out all over the crown. The trimming is a bouquet of white buds nestles in the soft folds of the lace on the left side; the crown has a corresponding bunch of the buds, with a drooping blue velvet ribbon stretching from the buds to an opposite bunch of buds showing a golden tint, a series of bows of the velvet appear as aesthetic keeping the floor properly strapped in place.

Heltz-Boyer sends a Fuchsia shady in black-and-white, a very smart turban with a scarlet feather—the very shape for those who incline to the King with newness, answers the luncheon question. How many orders do you suppose we serve in a day? Rapidly, and here are the prices. For a moment of quiet turn to the Resting Room on the Second floor, where everything that makes for your comfort has been thought of—current magazines, daily papers, stationery and ink at your elbow.

Class distinction plays no part in this store's policy. Its growth is in the healthy air of equal justice to all. Every one else could have made it what it is. Nothing else can keep it what it is. We have no favorites, and use our facilities for everybody's benefit. We are as mindful of the interests of the customer who spends little as of the one who spends much. One kind is as welcome as the other. Because the store stands strong in your esteem, and because of it—successful.

A picture of Spring

Stocks press forward from all parts of the civilized globe, eFull of the spring-time feeling and the energetic spirit of Ambition we are more than ever alert to meet your expectations. Take the trolley to the door of the establishment and use our facilities for everybody's benefit. We are as mindful of the interests of the customer who spends little as of the one who spends much. One kind is as welcome as the other. Because the store stands strong in your esteem, and because of it—successful.

Mme. Georgette For strong coloring and daring combinations. An humorist. Wide green plateau fashioned into most graceful lines. The great depth of the undercrown is intensified by the ambitious sweep of lead green flaillery in the contrast of black. Soft pink buds bunched tightly together rest with the green of their own foliage on the left side of the front. Back of the buds, on the crown, the touch these on the undercrown, shaded out in strong relief. Back of the softer green at the top and contrast with the deeper green of the large flaillery bow spanning the crown, leaving the ends to fall in edge of the plateau.

Le Maison Lewis has not forgotten that everyone can't wear these big flares as French flue combined with Pompadour Silk. The shaped turban is on the large crown order. The soft straw, of an almost velvety texture, forms the bow sweeping full of the silk between the crown-formed entirety of the rich use—gentle immense panales of French blue liner, extending entirely around the latter brim, upper brim falls and white all themselves at entirely. It has among the bows of pansy foliage, and add a touch of airiness that is welcome; large fancy buckle in black.

Monsieur Virot The queen of the assemblage of these French breathes is per haps the wide flare shown the beautiful tracery of the grape in the softest mohair of the fur is the face and the brim. The turn-away of the straw and is given a wide of variety in the crown of embroidered lattice. Thrust through the brim is a beautiful white plume, curling softly toward the face, where it mingles with the delicate rose and loops of wide, soft satin. A long jeweled buckle holds the ribbon loops in place.

Michalewicz Turvee sends a small bat—a toque most original in its conception, and charming in its effects. The gauzelike chapel crown is composed of the finest Tuscan braid of a burnt straw color. The full curve of the brim shows, alternating, bell motifs of the burnt Tuscan and spangles. A spangled insertion with flower centre trims the left side. A pretty back finish is given by the tab of straw and spangle falling at the left rear side.

Jacques Heim sends a Fuchsia shady in black-and-white, a very smart turban with a scarlet feather—the very shape for those who incline to the King with newness, answers the luncheon question. How many orders do you suppose we serve in a day? Rapidly, and here are the prices. For a moment of quiet turn to the Resting Room on the Second floor, where everything that makes for your comfort has been thought of—current magazines, daily papers, stationery and ink at your elbow.

Class distinction plays no part in this store's policy. Its growth is in the healthy air of equal justice to all. Every one else could have made it what it is. Nothing else can keep it what it is. We have no favorites, and use our facilities for everybody's benefit. We are as mindful of the interests of the customer who spends little as of the one who spends much. One kind is as welcome as the other. Because the store stands strong in your esteem, and because of it—successful.

Silks—Annual Spring Exhibit and Sale—Dress Goods

The Arcade—central entrance—is given over to the showing: the newest and most desirable the world has to offer. With us mere means not only styles we never had before, but styles absolutely new this season—colors, conceptions, combinations. The selection is intensely interesting. And the hundreds on view no more than fairly hint of the thousands that crowd these wide sweeps of shelves. Novelties by the score—but such creations are to be seen, not written about. Wholesaling and retailing gives power—unrivalled assortments, reduces cost. That power is in our hands. We use it for your advantage. And the low prices won't make the pleasure of a call any the less, you may be sure.

Fine White Shanghai, $12 Piece

When white is to be the ruling color of the season how would it be possible to get anything prettier or more dainty than this cool, stylish material—and just enough for a complete dress in the piece of 11 1/2 yards. Body enough to do without lining.

Colored Shanghai, $14.74 Piece

Lyons dyed,—a phrase to conjure with.—The prettiness of this silk does not rest entirely with its coloring—the softness, and the possibilities of material lends itself to the tucking and shirring of the newest styles. 18 to 19 yards in the piece.

Fine Shantung Silk, $1.00 Yard

In the natural color—which is the very best one to bring out to advantages the embroidered dots of contrasting color that nestle almost under the surface. For effectiveness and good taste this fabric easily stands at the head.

Fancy Silks 59c to $1 Yard

Taffeta is pretty little checks of the newest colorings—well as the standbys—prettiest for costumes than almost any other silk for the fabric family, the newest designs are the soft Louisines in beautiful colorings.

Corded Wash Silks 33c to 65c

Pretty to get away from the conventional wash silks overflowing the counters in all the stores about—that's why we are proud of these exclusive patterns—black stripes and figures on white grounds, odd figures and stripings of black on white.

Gun Metal Fancy Taffetas $1 Yard

Gun Metal effects—hardly expected to see the tones of this highly popular shade carried into the silk weaver's loom. But here it is in all its distinctiveness—rose black, again shining gray—stripes and dots enliven the surface.

There isn't a weak spot in the exposition. The getting together has been all right. Here or abroad, wherever the best was to be found, the long arms of this store reached instantly to grasp it. It is here; and whatever your thought may have been we have anticipated it. Here there are beauties quite undreamed of—contrivings of clever artists who climbed from last year's successes to new heights. Let your eyes tell you. The prices are the least in the market; they illustrate the possibilities of wholesaling and retailing—we have men traveling far and wide selling to merchants who make this their supply depot. For that reason, if for no other, we can save you money. See the Dress Goods

Black Grenadine, 75c to $3

Plain, in the prettiest of open effects, that will stand tucking and pretty elaboration, with silk stripes, or rich and effective designs, that make up for any trimming. Very fashionable for wear, for either costume, or shirt waists.

Cream Dress Goods, 35c to $2

Everything at exhibitions of goods. Fashion articles put cream color or white to the front. So it was only a question as to where we could find the newest—Cheviots, Voiles, Serges, Mohairs, Silk Warp Mohairs, Lansdowne, Twine Cloths, Voile Chiffon, Mohairs.

Popular Mohairs, 35c to $1.50

Did you know it is scarce? We anticipated it would be so—bought everything worth taking—have the newest weaves and designs and can price it at prices that to-day's wholesaler buying would be glad to get. Call it in sale.

New London Tailorings, $1.25

Have you noticed how much of this prettiest of next check effects is worn—and how neat it makes up into entire suits or fashionable little skirts—especially at the walking length, 44 inches wide. New color effects.

All-Wool French Voile, 85c

This season's most desirable material, 46 inches wide, navy-best by the test of the season. It's the material of materials for the tucking and shirring so fashionable. The black, so soft and pretty, divides honors with the colors.

French Voile Noppe, $1.25

Nothing more than an aristocratic Voile The little knots and "up-things" over the surface might be taken to indicate its supremacy over the Voile of ordinary weaves. A perfect novelty by has not Cheviot has it in large effective manner.

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Unmade Robes—An Exhibit and Sale in the New Robe Salon

Carpenters and decorators are through. Away from the restless hurry of the store stands the Court of Honor, with its aristocracy of charming creations. Feel at home. Not to see what it holds is not to see the freshest conceptions that will grace the coming fashion circles. At least a large part of these particular creations are not to be seen anywhere else. High prices play no pranks ever with the most exclusive. We exhort—and profit for the time in the interest of stimulating a closer acquaintance. There's a spatial in the friendship a call will beget. No truer statement can be made.

Mercerized Oxford Robes, $10	White, pink, blue, nile, nude, green, very fine ring weave.	Black or white, elaborately appliqued in silk. Very effective. Very artistic design.
Handsome Linen Robes, $12	The correct weight—white, blue, green, tan. Prettily braided and trimmed with lace medallions, circular cut flounce.	*Beautiful Linen Robes, $25* An extra quality, elaborately trimmed with Cluny lace in a most effective manner.
Mercerized Oxford Robes, $12.50	Same with deep fichuse trimmed with lace; these braided in white are very effective. White, pink, blue, nude, green.	*$35 Point d'Esprit Robe, $19* Black or white, elaborately appliqued in silk. Very big, very artistic design.
Linen Crash Robes, $19	The coarse popular weave. Trimmed with Swiss Edging—these in white, gray, new blue	*Magnificent Voile Robe, $30* An excellent quality material trimmed with silk braid and embroidered; the skirt has flare. Black, cream, tan, gray.
		Robes, $40, $50, $75 Of a very fine quality Shantung Silk, Henrietta, Voile Linen, Imported—beautifully trimmed—fashionable colors.

Unusual Monday Attractions

Point of Exceptional Interest. The Show the Quickest Spot of the Store

A Column Filled With Things You Need, or Prize You'll Be Glad to Pay

Danish Cloth the yard. In all the best colors; including cream, just 100 pieces at this price—six cents.

Mennen's Talcum Powder, its best, especially for Baby. You know its merits as well as we.

Dress Linings third yard, regularly 15c. Brilliantine—cotton finished, in fast black and a variety of colors; twenty inches wide.

White Lawn 5c yard, regularly 12c. Sheer quality, 40 inches wide, for waists and children's dresses.

Shepherd Checks 10c yard, regularly 25c. Black and white; Persian weave; for shirtwaist suits and skirts.

Women's Shoes 87 regularly $1.25. Made of vici kid, with patent leather tips. Lace style; medium weight soles, and very comfortable. Dull finish, full tops, lace or button; medium Cuban heel; flexible soles; fashionable shapes.

Misses' Shoes 85c, regularly $1.00. Of fine vici kid. Lace style; spring heels. Sizes up to 2.

Boys' Shoes $1.10 regularly $1.50. Box Calf or Calfskin—soft tanned (best wearing) soles; sizes 9 to 13½.

Taffeta Silk 39c regularly 50c yard. Guaranteed—warranted and black Taffeta Silk, excellent quality; good black

Corset Covers 35c regularly 50c. of fine quality cambric. Daintily trimmed with Torchon lace.

Infants' Caps 25c, regularly 50c. White lawn, trimmed with cream lace and cream shade of grosgrain ribbon; a beautiful cap for baby.

Huckaback Towels 15c, regularly 19c. Pure linen, of good quality towels—a nearly hemmed, 22x36 inches.

Table Damask 49c yard, regularly 65c. Sheer quality, full bleached. Table Damask. A quality that will wear and look well better than a medium—quite weight. Good designs.

Belt Pins 19c, regularly 25c. Satin and Steel Pins, in all the newest designs, new and good styles.

Women's Belts 25c, regularly 39c. Flannel with fancy stitched edges, in black, navy, cardinal and tan shades.

Floor Mats 39c, regularly 50c. Small size, for use in front of doors, with "welcome" in the centre.

Carpet Sweepers 89c, regularly $1.25. Ohio Bail Bearing Carpet Sweeper.

Women's Umbrellas 79c, regularly $1.00. Taffeta, 26-inch, steel rods, paragon frames, with case of assorted handles.

Collar and Cuff Sets 19c, regularly 25c. Stock Collars and Cuffs, newly embroidered and embroidered.

Taffeta Ribbon 12½c, regularly 15c. Taffeta Ribbon, in all the wanted shades, for fancy work.

Hot Water Bottles 79c, regularly 98c. Full two quart size, with patent stopper. A quality bottle we can guarantee.

De Long Hooks and Eyes 6c card of two dozen, regularly 10c card. The genuine "Two for Long" 6 hook.

Women's Handkerchiefs 3c, regularly 5c. Hemstitched, with pretty embroidered initial in corner.

Women's Handkerchiefs 5c, regularly 10c. Hemstitched, fancy embroidered initial, three styles.

Slip Covering 39c yard, regularly 50c. Plain color Cretonne Cloth, 36 inches wide. Suitable for slip covers.

Counterpanes 89c, regularly $1.25. White Crochet Counterpanes, full double bed size, fine quality.

Scotch Flannel 39c yard, regularly 50c. Best quality, 27 inches wide, all best colors.

Sheeting Muslin 10c yard, regularly 12½c. Bleached Sheeting Muslin, 42 inches wide, fine quality.

Muslin Sheets 59c, regularly 75c. Bleached Muslin Sheets, 2½ yards long, 2 yards wide, extra heavy.

Tea Sets 12.49, regularly $15. Decorated Tea Sets, 56 pieces, gold traced.

Women's Gloves 39c pair, regularly 50c. In 2-Clasp Suede Gloves, in tans, browns, beaver, English shades, white, black, gray.

Kid Gloves For women, 89c pair, regularly $1.00. In Black, White, tans and gray.

Women's Stockings 25c pair regularly 35c. In fancy lace effects, in fancy and plain tops, in fine gauge and effects, or lace style; Hermsdorf dye.

Battenburg Braid 10c, regularly 15c. All fancy braids, in all colors, in white and cream.

Battenburg Rings 10c hundred, regularly 15c. Battenburg Rings, in all sizes, in white and cream.

Letter Files 19c, regularly 25c. For "letter," standard size, for office or home use; good quality.

Dance Folio 39c, regularly 50c. "Strawberry" Dance Folio, complete in contents and colorwork.

Popular Books 9c, published at $1.25. "Cæsar," "Graustark," "Castle Inn," "Cardigan," "D'Ri and I."

Curtain Swiss 8c yard, regularly 10c. Fine quality of Curtain Swiss, long variation of inches wide; small and figured effects.

Men's Socks 8c pair, regularly 10c. Fancy cotton; in all the best colors; with embroidered designs; full seamless.

Women's Stockings 19c pair regularly 25c. Black and Tan Lisle, Hermsdorf dye.

Wrist Bags 89c, regularly 98c and 89c. Women's Wrist Bags, black, tan, brown, navy and green, several shapes.

FIG. 5

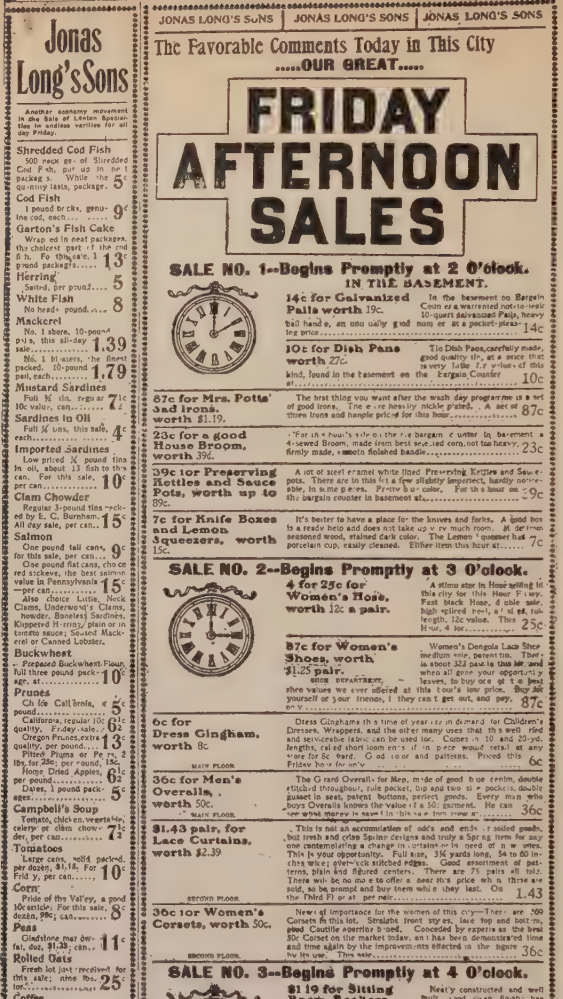
Full-page announcement of a millinery opening. Note Monday bargains in right-hand column, and editorial style of matter in left-hand column. The illustration is suggestive of the subject and will attract attention. Note the various methods of handling subheads and run-in side heads, and the panel effects obtained by use of white space between descriptions of articles

discordant panels that would tend to destroy the strength of the advertisement. Not more than two styles of display should be used in the panels of an advertisement.

4. Methods of Grouping Panels.—The grouping of panels in nearly all advertisements may be classified as follows: **Vertical,** in which the panels are arranged in several vertical columns, as shown in Fig. 4; **horizontal,** in which they are enclosed in several general horizontal panels, as in Figs. 5 and 6; **balanced,** in which they are grouped symmetrically with regard to two halves of the advertisement, as in Fig. 7, or around one or more central panels of special importance, as in Fig. 8; and **unbalanced,** in which they are arranged without regard to either symmetry or balance, the space being simply filled in with panels of varying sizes and styles, as in Figs. 3 and 9.

The choice of a panel arrangement should be influenced by the general scheme of display and the character of the copy. If a large number of departments or items have to be represented in one advertisement, it must necessarily be set in a catalog or a price-list style. The vertical arrangement, Fig. 4, is best adapted to such a purpose, although, when there is not too much copy, a balanced-panel effect is possible. If only a few departments are to be represented, or if all the items can be arranged in three or four general groups, as in an hourly sale advertisement, the horizontal arrangement, Fig. 6, may be used effectively.

5. Giving Prominence to Panels.—There are several ways in which a panel may be made especially prominent. For instance, two offers may be placed in the upper right- and left-hand positions near the main display. (See the panels on each side of the firm name at top of the advertisement shown in Fig. 7.) A strong border that is different from any other in the advertisement, as in Figs. 7 and 10, makes a panel stand out strongly. Either a heavy or a contrasting face of display type will make a panel more prominent than others. For example, when most of the panels are displayed with Post Condensed, a Post Old Style



Jonas Long's Sons

Another economy movement in the Sale of Lenten Specialties in endless varities for all day Friday.

Shredded Cod Fish
500 neck ge- of Shredded Cod Fish, put up in ne t packag s. While the quantity lasts, package. 5c

Cod Fish
1 pound bricks, genuine cod, each... 9c

Garton's Fish Cake
Wrap ed in neat packages, the choicest part if the cod fi h. Fo this sale, 1 pound packag's..... 13c

Herring
Salted, per pound..... 5

White Fish
No head- pound..... 8

Mackerel
No. 1 shore, 10-pound pa ls, this all-day sale..... 1.39
No. 1 bl auers, the finest packed. 10-pound pail, each..... 1.79

Mustard Sardines
Full ¼ tin, regular 7¹c 10c valley, can..... 7¹c

Sardines in Oil
Full ¼ uns, this sale, each..... 4c

Imported Sardines
Low priced ¼ pound tins in oil, about 13 fish to this can. For this sale, 10c per can..... 10c

Clam Chowder
Regular 3-pound tins packed by E. C. Burnham. All day sale, per can.. 15c

Salmon
One pound tall cans, 9c for this sale, per can.... 9c
One pound flat cans, choice red sockeye, the best salmon value in Pennsylvania 15c —per can..... 15c
Also choice Lutin, Neck Clams, Underwood's Clams, howder, Boneless Sardines, Kippered Herrings, plain or in tomato sauce; Soused Mackerel or Canned Lobster.

Buckwheat
Prepared Buckwheat Flour, full three pound packages, at..... 10c

Prunes
Ch ice Cal'forni, a, per pound..... 5c
California, regular 10c quality, Friday sale.. 6¹2c
Oregon Prunes, extra 13c quality, per pound..... 10c
Pitted Plums or Pe rs, 2 lbs. for 25c; per round, 15c.
Home Dried Apples, 6¹2c per pound.....
Dates, 1 pound packages..... 5c

Campbell's Soup
Tomato, chicken, vegetable, celery or clam chowder, per can..... 7¹2c

Tomatoes
Large cans, solid packed, per dozen, $1.18. For Friday, per can..... 10c

Corn
Pride of the Valley, a good 10c article. For this sale, 8c per dozen, 90c; can..... 8c

Peas
Gladstone marrowfat, doz. $1.28; can.. 11c

Rolled Oats
Fresh lot just received for this sale; nine lbs. 25c for..... 25c

Coffee
Our chief blend combination 5 pounds for $1. Per pound..... 19c
Our Special Blend—four pounds for $1. Per pound..... 27c

Teas
All varieties. Per pound..... 49c

Jellies
5-pound crocks, assorted flavors, at..... 25c

Jams
5-pound crocks, assorted flavors, at..... 39c

Jellies
[illegible] 5c
Larger crocks [illegible] 10c

Any hour Friday you can buy the above items.

Jonas Long's Sons

JONAS LONG'S SONS | JONAS LONG'S SONS | JONAS LONG'S SONS

The Favorable Comments Today in This City
.....OUR GREAT.....

FRIDAY AFTERNOON SALES

SALE NO. 1--Begins Promptly at 2 O'clock.
IN THE BASEMENT.

14c for Galvanized Pails worth 19c. In the basement on Bargain Counter a warranted not-to-rust 10-quart galvanized Pails, heavy tail hand e, an unu ually good nom er at a pocket-pleasing price..... 14c

10c for Dish Pans worth 27c Tin Dish Pans, carefully made, good quality tin, at a price that is very little for value of this kind, found in the basement on the Bargain Counter at..... 10c

87c for Mrs. Potts' 3ad Irons, worth $1.19. The best thing you want after the wash day programme is a set of good irons. The e are heavily nickle plated. A set of three irons and handle priced for this hour..... 87c

23c for a good House Broom, worth 39c. For this hour's sale on the rie bargain counter in basement a 4-sewed Broom, made from best seasoned corn, not too heavy, nor too light, smooth finished handle..... 23c

39c for Preserving Kettles and Sauce Pots, worth up to 69c. A lot of steel enamel white lined Preserving Kettles and Saucepots. There are in this lot a few slightly imperfect, hardly noticeable, in some pieces. Preve ly blue color. For this hour on the bargain counter in basement at..... 39c

7c for Knife Boxes and Lemon Squeezers, worth 15c. It's better to have a place for the knives and forks. A good box is a ready help and does not take up very much room. Of perforated seasoned wood, stained dark color. The Lemon Squeezer has a porcelain cup, easily cleaned. Either item this hour at..... 7c

SALE NO. 2--Begins Promptly at 3 O'clock.

4 for 25c for Women's Hose, worth 12c a pair. A stimu ator in Hose selling in this city for this Hour Fri ay. Fast black Hose, 4 mble sole, high spliced heel, a d of full length. 12c value. This Hour, 4 for..... 25c

87c for Women's Shoes, worth $1.25 pair. Women's Dongola Lace Shoe, medium sole, pa ent tip. There is about 323 pairs in this lot, and when all gone your opportunity leaves, to buy one at a pair. These shoe values we ever offered at this tore's low price. Buy for yourself or your friends, if they can't get out, and pay. 87c
MAIN DEPARTMENT.

6c for Dress Gingham, worth 8c Dress Ginghams th s time of year are in demand for Children's Dresses, Wrappers, and the other many uses that th s well ried and serviceable fabric can be used for. Comes in 10 and 20-yard lengths, rolled short loom ends if in piece would retail at any more for 8c yard. G od color and patterns. Priced this Friday hour for only..... 6c
MAIN FLOOR

36c for Men's Overalls, worth 50c. The G rand Overall for Men, made of good b ue denim, double stitched throughout, fole pocket, bib and two si e pockets, double gusset in seat, patent buttons, perfect goods. Every man who buys Overalls knows the value i s 50c garment. He can use good money to save in this sa e two ree s..... 36c
MAIN FLOOR.

$1.43 pair, for Lace Curtains, worth $2.39 This is not an accumulation of odds and ends of soiled goods, but fresh and crisp Spring designs and truly a Spring item for any one contemplating a change in curtains or in need of a few pairs. This is your opportunity. Full size, 3¾ yards long, 54 to 60 inches wide; overlock stitched edges. Good assortment of patterns, plain and figured centers. There are 75 pairs all told. These will be no more to offer a second time at this price when we sold, so be prompt and buy them while they last. On the Third Fl or at..... 1.43
SECOND FLOOR.

36c for Women's Corsets, worth 50c. News of importance for the women of this city—There are 500 Corsets in this lot. Straight front styles, lace top and bottom, good Coutille sperior boned. Conceded by experts as the best 50c Corset on the market today, and has been demonstrated time and time again by the improvements made that it is more than worth 36c by its use. This sale..... 36c
SECOND FLOOR.

SALE NO. 3--Begins Promptly at 4 O'clock.

$1.19 for Sitting Room Rockers, worth $1.75. Neatly constructed and well built, good oven finish; has saddle seat, large wood top pieces in back and under arms; a regular $1.75 article. A Rocker bargain worthy of the Big Store's great furniture stock. 1.19
FOURTH FLOOR. For one hour at.....

84c for White Spreads, worth 1.15 The snowy white spread for bed coverings, gives a tone of refinement to any bed room. We are especially prepared tomorrow with an extra fine value in bed quilts, full 72x78 inches, hemmed and ready for use, best grade and fine assortment o Marseilles patterns this hour..... 84c
MAIN FLOOR.

Misses' and Women's Trimmed Hats, real worth $3.00 to $5.10, this hour..... $1.49
A very few more hats to volume at meeting. SECOND FLOOR.

39c for Women's Kid Gloves, usual price $1.00; 600 pairs of Women's Kid Gloves, come with large button clasp; self and black stitching. Sizes 5½ to 7½. All desirable shades, including white and black. This lot of gloves make their first appearance with this Hour Sale, and were never intended to be sold less than 75 cents to $1.00 pair. Buy them for only, while they last..... 59c
SEE WINDOW DISPLAY.

12c for Taffeta Ribbons, worth 19c. 4-inch Taffeta Ribbon, all silk, high lustre. Come in blue, pink, Tale, blue, red and maize, including white and cream. From a ribbon standpoint the number of remarks concerning the quality of this ribbon that is retailed at regular prices at this well-stocked department is sufficient evidence of the great values. To cut the price a third of its original and sell tomorrow this quality of ribbon is remarkable at 12c per yard..... 12c

14c for Fine Embroideries, worth 25c yard. Summer sewing is not complete without embroidery among the many materials. It is needed for children's and women's dresses, underclothing. In this lot you'll find insertion to match, from 4 to 7 inches wide, with pretty edges; neat needlework cheap we will say at its regular price. For this hour buy it at..... 14c

JONAS LONG'S SONS.

FIG. 6

A well-displayed advertisement combining the vertical and horizontal methods of display, and the price list and descriptive styles of copy. The numbering of the sales, 1, 2, and 3, in combination with the clocks, is a good idea

Snellenburgs

ENTIRE BLOCK—MARKET, 11th to 12th STS.

1869—Anniversary Sale—1903 — The Second Week of Our Anniversary Sale — 1869—Anniversary Sale—1903

$10 Mercerized Oxford Robes, $3.69

Just two hundred ornamental robes, fresh and pretty—we took all the makers had after the season's business. There are white, pink, light blue; trimmed with cluny lace, inserting, medallions and applique work. Shapely stylish—exactly like those other stores are selling for $8.

Second—Floor. Power.

Regular $1.00 Printed Satin Foulard for 49c

When did we ever make such an opportune purchase! Not for a long time among the silk shows. It is only that the immense quantity we were able to take so influenced the manufacturer that we are able to give you this beautiful quality of Satin Foulard—the fabric of fabrics this year—at less than half price. 24 inches wide every yard of it—the colorings and printings that reflect that designer's highest aim.

50c Printed Habutai Silk, 39c
That soft clinging silk that ripples and floats with the natural breeze. Has a lot about summer make of it for which we'd overlook—and underscore—it if they were. Every clothing store comfortable on a flimsy silk waist. Every woman who wants to be cool and dainty. Navy, Black, White; white printed and white with black. 39c.

45c Corded Wash Silk, 33c
Whether you want the white with its many uses of anything you want to wear with it, or the colors that are anything you want to wear with them—we've got the right piece of pleasure for that wonder wear in the most popular size. This quality will wash and wear exactly like a percale.

50c Extra Wash Silk, 39c
Another quality and another color. Here we had a week ago. Didn't think we would be able to get any more. Didn't think we would be able to get any of the particular shade and pattern—only in the colors that you want to use for entire costumes and waists. 39c.

69c Black Wash Silk, 49c
And corded in the popular way. Haven't you often wished for a black silk waist that you could wash? Here's the one. Black and white corded. Wash it as you would a piece of linen. It is guaranteed to be a fast silk, so much depends upon the wash—we have begun by the 49c waist.

75c Brocaded Wash Silk, 59c
Wash until you are thin with the deterioration in the silks that may be laundered—white and all the pretty colors, suitable for waists. Service and good appearance have never been so happily combined in these materials.

75c New Design Wash Silk, 59c
Black with white stripe, white with black stripe is the newest thing in wash silks—and here it is in the silk we've been selling. You won't be able to find these stripes elsewhere, as they are designed and woven expressly for Snellenburg's—the name, you remember, is there.

90c White Habutai Silk, 35c
The heavy, strong silk that you want for the fine simple waists that are to be washed and ironed a lot. Just the thing for the boy's waist and the man's waist, for it is something the quality needed. Remember it is 36 inches wide.

$1.50 36-inch Habutai Silk, 39c
Wider, of course. And in the soft silk that looks well in those cool clothes that are going to be worn and need no underwear—for the air-cushioned weave of the fabric makes it unnecessary. And does the comfort of this that comes to an overheating that a good deep red mean color? In wonders also a piece of linen.

Main Floor.

You Have Spoken

The reception of our policy has been one of measureless appreciation. Your expression of confidence and good-will is as gratifying as it is marked. The fundamental and significant principles that have stirred the boundaries of Philadelphia retailing are simple, but strong, and because strong—progressive.

No discount to any one
No percentage to any one
No trucking to Trusts
Goods exchanged quickly
Money returned instantly

Prices guaranteed to be the lowest, style and quality considered, current anywhere.

The store is steadied by the consideration you have shown it, encouraged by the enthusiasm its efforts have elicited. It shall be our constant aim and aspiration to meet to the full the desire of the people for a progressive, home-like shopping place. A store that stands for safety and satisfaction and justice to all, where class distinction plays no part and everybody's hundred cents count for one dollar and because we give you more for that dollar than any other store does you should spend it here.

We want "Snellenburgs" to be your store—it shall be as unlike other stores as we can make it, in being better.

The Industrial Exhibits are still in full motion —they're well worth a visit.

THE Municipal Band WILL CONTINUE Giving Concerts at the rock on the Third Floor. Eleventh street side. Matinee you will not be deprived of the enjoyment a real silence.

Monday, May 11th

EDMUND C. SOULE Director of the Municipal Band

Program Municipal Band

2.30 P. M.

1. Overture—Tannhäuser ..... Wagner
2. Cornet—Caprice ..... Bellstedt
3. Selection—Carmen ..... Bizet

3.30 P. M.

4. Intermezzo—Rose, Maple and Thistle ..... Wilson
5. Selection—The Wife, Passionate ..... Kerker
6. Selection—"Parsifal" ..... Wagner

7.30 P. M.

7. Overture—Rienzi ..... Wagner
8. American Fantasia ..... Chadwick
9. Johnny Comes Marching Home ..... Eilenberg

The Knabusch & Bach Pianos is used and endorsed by Soule's Municipal Band.

1869—Anniversary Sale—1903 — Fashionable Dress Goods for Less

Novelty Voiles, Flecked Voiles, Lenden Twine, Wise Cloth, Bouvette Voile, Vigoureux Voile, all wool, 42 and 44 inches.

88c

Worth $1.25, $1.50, $1.75

Every fine, soft, rich color you want—navy blue, castor, gray, cadet blue, reseda, tan, brown. These novelty Voiles are beautiful, but not a whit more beautiful than the others—Flecked Voile, London Twine, Wire Cloth, Bouvette Voile, Vigoureux Voile—all stunning stuffs, and dressy—nothing dressier. Every thread wool, and—look at the widths! 42 and 44 inches wide. Will there be a crowd about the counter? Come and see.

60c Chevlots and Granites, 39c
All shades, every thread 2 and even yarn, serviceable, stylish and dressy. Just the thing for the shirt waist suit that you will wear all the time during the summer—and the time after the summer. Just the thing for the tailored suit for spring. Just the thing for the house and the parties, and you get 42 inches that reduce the price to 39c.

50c Hemstitched Mohair, 375c
Never you mind how this material is produced. The result—the important thing—is a beautiful, lustrous, silky mohair, that will wear and wear and wear. Just the thing for the shirt waist suit, for the tailored suit for spring, for the house and the parties, and you get 42 inches that reduce the price to 375c. Isn't that a saving worth while?

75c Navy Blue Mohair, 49c
Just the same as the 50c quality, only a little finer and a little more lustrous. Just the same wearing qualities. Just the same 42 inches wide. Just the same chance to save a dollar. Just the same chance to get that shrinking serviceable mohair that you want for the tailored suit for spring. Just the same bolts in the same 42 inches.

125c Genuine Danish Cloth, 10c
What, none for you at 10c, lots of it. The last strong, regular Danish cloth that you bought by the ten and twenty yards last Monday. Get as much as you will need while we have it.

Main Floor.

$1.50 English Redfern Checks, $1.00
Another lovely shade in the line of all wool dress goods. Navy blue and white checks. The stylish, dressy, serviceable cloth that you want and need for boating, for traveling, for mannish or house dresses. There are nine bolts of them.

$1.50 Stylish Voile Nagpie, $1.00
Black or navy blue foundation thread, all the spring shades in the fancy figures and stripes. Just the thing for the shirt waist suit—and you want a shirt waist suit—it is made with a little more than a yard of material.

$1.25 Wm. F. Read's Lansdowne, 90c
The mother knows her own and knows her kind, when she finds them. And she knows the Lansdowne. This beautiful silk and wool cloth is the choice of a host of mothers. Remember the 90c quality and all the colors.

The next strong, regular Danish cloth that you buy will be 10c. Get as much as you will need while we have it.

Main Floor.

1869—Anniversary Sale—1903 — White Goods

50c White Mercerized Oxford, 25c
Thoughts we had exhausted the field of new things in the white mercerized cottons, until we saw these effective figures and stripes that have come to the front this season. They are an entire suit almost the only thing extra necessary for trimming would be handsome gold buttons. We have the price and the distinctiveness.

38c White India Linon, 12½c
As to the materials were made of the finest cotton you will see at an even as the Sheerness. Of course the quality is the best we've ever had you may want to use it for the finest of lingerie or for a big linen suit of linen or for reliable cotton.

36c White Fancy Muslin, 19c
There is no page after page pages of them, and there are all the new and beautiful muslin—quite a wide assortment, to be sure, but not enough to be out of reach of you. You will be sorry if you do not have a dozen or half of them.

$1.25 Soft Finish Nainsook, $1.19
The soft, fine nainsook that makes up so prettily into the little fine garments that are worn next to the body and that have daintiness and finish that will stand enough for her. Some women will use no other. Some women will use no other. Twelve yards to the piece.

1869—Anniversary Sale—1903 — More Ribbons

Than we could tell you of in a whole week—embroidering right on the breast of our big ribbon sale. These are but a few hints of bargains—and the colors and widths you want are here.

10c yard—wash ribbons. All-silk Taffeta Ribbons, in black and white and colors. Also all-silk Satin Ribbons, in black and white and colors. 10c.

25c yard—all-silk Satin Ribbons, in black and white and colors. Also all-silk Taffeta Ribbons, in black and white and colors. 25c.

35c yard—Satin Ribbons, in black and white and colors. Also all-silk Taffeta Ribbons, in black and white and colors. 35c.

45c yard—Satin Ribbons, in black and white and colors. Also all-silk Taffeta Ribbons, in black and white and colors. 45c.

50c yard—wash ribbons. All-silk Satin Ribbons, in black and white and colors. Also all-silk Taffeta Ribbons, in black and white and colors. 50c.

10 yards in the piece.

10c yard—wash ribbons. All-silk Satin Ribbons, in black and white and colors. Also all-silk Taffeta Ribbons, in black and white and colors. 10c.

25c yard—wash ribbons. All-silk Satin Ribbons, in black and white and colors. Also all-silk Taffeta Ribbons, in black and white and colors. 25c.

35c yard—wash ribbons. All-silk Satin Ribbons, in black and white and colors. Also all-silk Taffeta Ribbons, in black and white and colors. 35c.

45c yard—wash ribbons. All-silk Satin Ribbons, in black and white and colors. Also all-silk Taffeta Ribbons, in black and white and colors. 45c.

50c yard—wash ribbons. All-silk Satin Ribbons, in black and white and colors. Also all-silk Taffeta Ribbons, in black and white and colors. 50c.

10 yards in the piece.

1869—Anniversary Sale—1903 — Pretty Laces

It won't take you very long to size up these. They are among the most elegant Cambrics out since the days of the Civil War. Some of them are being bought for the second time for wedding gifts.

25c yard, wash ed. Cambric Edging, 1½ inches wide, in a neat and dainty design. Worth 25c.

12½c yard, Swiss Cambric Insertion, in 1½ inch Point designs. Is worth 12½c.

$1.00 yard, Irish Point Lace Edging, 1½ inches wide. All-linen and fresh as every for sweet peas. Is worth $1.00.

$1.25 yard, Irish Point Lace Edging, 1½ inches wide. All-linen and fresh as every for sweet peas. Is worth $1.25.

$1.50 yard, Irish Point Lace Edging, 1½ inches wide. All-linen and fresh as every for sweet peas. Is worth $1.50.

$1.75 yard, Irish Point Lace Edging, 1½ inches wide. All-linen and fresh as every for sweet peas. Is worth $1.75.

$2.00 yard, Irish Point Lace Edging, 1½ inches wide. All-linen and fresh as every for sweet peas. Is worth $2.00.

Main Floor.

1869—Anniversary Sale—1903 — Summer Wash Goods

25c Mercerized Ginghams, 12½c
Some one let the cat out of the bag—and it was whispered that we were to have quarter dollar Mercerized Ginghams at half price. Saturday we were kept busier measuring off the dress lengths than getting it in place for Monday's sale, but there is enough to last the day through. Plenty of stripes and dots.

35c Dainty Sheer Lawns, 25c
In white or tinted grounds, with dots and rosebuds and all the pretty designs that are used for the finest lawns.

40c Fine Madras, 29c
Full 36 inches wide—and fresh as every for sweet peas. Is worth 40c.

30c Silk Muslin, 17½c
Pure and natural—and you know what that means—and fine—and fresh as every for sweet peas. Is worth 30c.

35c Mercerized Linen, 19c
Has all the good wearing qualities of linen and the lustrous beauty of silk, and is in the natural tinted shades that are so much in vogue. Is worth 35c.

35c Mercerized Linen, 19c
Has all the good wearing qualities of linen and the lustrous beauty of silk, and is in the natural tinted shades that are so much in vogue. Is worth 35c.

25c Embroidered Swisses, 19c
Pretty little bits of anything much closer than 5-cent. Stock up for the summer. Is worth 25c.

25c Lace Striped Lawn, 12½c
The lace striped lawn of a month ago—you may be sure we're in the market for it when it comes again. Is worth 25c.

25c French Organdies, 25c
Just the thing to show off to advantage the beauty of the French variety of flowers. Is worth 25c. And don't you think it's more alluring than Swisses—and you know how much we've been enough to let ourself call it so? Let us put the real value privileges to work for you. Is worth 25c.

Main Floor.

1869—Anniversary Sale—1903 — Bed Wear—Domestics

The most attractive thing about many of the sheets we sell is the price. Not that they are not good, for they are the best sheets at home, and the wearing worth of the material is only surpassed by the finish.

Now, worth 50c. Sheets, free quantity of 2½ yards long and 2 yards wide, made of good, strong muslin, hemmed and ready for use. Worth 50c.

58c sheets—Extra Quality, bleached or unbleached muslin, 2½ yards long and 2 yards wide. Worth 58c.

63c sheets—Extra Quality, bleached or unbleached muslin, 2½ yards long and 2 yards wide. Worth 63c.

75c sheets—Extra Quality, bleached or unbleached muslin, 2½ yards long and 2 yards wide. Worth 75c.

$1.00 sheets—Extra Quality, bleached or unbleached muslin, 2½ yards long and 2 yards wide. Worth $1.00.

$1.25 sheets—Extra Quality, bleached or unbleached muslin, 2½ yards long and 2 yards wide. Worth $1.25.

$1.50 sheets—Extra Quality, bleached or unbleached muslin, 2½ yards long and 2 yards wide. Worth $1.50.

Snellenburgs
12TH—MARKET—11TH STREETS
Greatest Bargains in Waists and Shirt Waist Suits You Ever Looked At
Here They Are! The Shirt Waist Bargains
Here They Are! "The Royal" Shirt Waist Suits!
Thousands of 75c Waists at 35c
Regular $2.00 Suits to go at 75c
Page, Simkins Co. Retire from Business
We Bought the Entire Stock for a Song
18c and 20c Wash Goods from Page, Simkins Co., 9c
5c to 8c Laces from Page, Simkins Co., 2½c
18c White Goods from Page, Simkins Co., 9c
30c and 35c Embroideries from Page, Simkins Co., 15c
Women's $1.25 Wrappers, 75c
Women's 12½c Cotton Vests, 8c
Go-Carts That'll Sell Quickly
$9.50
Sample Strips Lace Curtains
10c each, worth as high as $3.50 pair
Take Those $3 Silk Waists at $1.65
Best Wearing Sheets Made, 59c
The Greatest of All Clothing Sales Now in Full Swing
Men's Two-piece Suits
Men's Stylish Trousers
Look At These Men's Socks
9c
Women's Good Stockings, 19c

FIG. 8

Note the special prominence given the reduced prices in the large top panel by a generous use of white space

Gimbel Brothers—Market : Chestnut : Eighth and Ninth | The Largest Retail Store in the World | Gimbel Brothers—Market : Chestnut : Eighth and Ninth

Store Closes at 5.30. Sunday, November 11, 1906.

Great Display of Thanksgiving China

YOU'LL FIND SOME BARGAINS HERE, TOO

Start in time to get ready for Thanksgiving! With an eye to your preparations, we have had foreign purchases shipped earlier than usual.

Housekeepers seem to take more pride in their table and furnishings for Thanksgiving than at Christmas. On the latter occasion the idea is to fill the table with good things, but at Thanksgiving everything must be at its best, and china and cut glass are the star performers in table fixings.

We have never had a larger or finer stock of china and cut glass. We want you to come and see the China Store in all its new array. Perhaps a few bargains will be helpful to your inclination. Come anyway—

Women's Walking Skirts $5

Values $6.50 to $7.90

About three hundred women's walking skirts on which you save 1 fourth to 1 third. The only reason or the saving is that the lots are not full and many of them cannot be duplicated.

There are six distinct styles, and some are exclusive.

They are of English Panama, Lyonnaville cheviot and "mannish" plaids and checks. All splendidly made to our order. They are mostly popular pleated effects; all stylish man-tailored and made full. Price $5 instead of $6.50 to $7.90.

—Fifth Floor, Third Street

Dinner Sets : Great Values

$12 American Porcelain Sets; 102 pieces; green floral spray and gold band. $8.

$15 American Porcelain Sets; 100 pieces; spray of pink roses and green leaves; every piece gold lined. $10.

$18 Austrian China Dinner Sets; 100 pieces; choice of two pink border decorations; soup tureen and three meat platters included, for $13.50. Only twenty-eight of these.

American French Dinner Sets; 100 pieces; green or maroon border overlaid with gold lace. $15 from $20.

$27.50 Limoges China Dinner Sets, 100 pieces, dozens of seven attractive floral spray decorations. $22.50.

Hundreds of others up to $350. —Fourth Floor

Dainty Chinaware

Dainty attractive bits of Japanese and Austrian China, to brighten the Thanksgiving table.

Salad Bowls, Chop Trays, Chocolate Pots, Cracker Jars, Mayonnaise Bowls, Cake Plates, Olive Dishes, Bon Bon Dishes, Cracker Jars, Pickle Dishes and Relish Dishes, 10c to $5. —Fourth Floor, Third Street

Cauldon English Porcelain

Turkey Dishes; underglaze border decoration and raised center—

17 in. long, $2.00 from $3

20 in. long, $3.00 from $4

22 in. long, $3.50 from $5

24 in. long, $4.50 from $6

25 in. long, $5.50 from $8.

Plates to match above dishes, 50c from 75c.

Cauldon English Porcelain Sets; 15 pieces; bird centers; floral and gold decorations, $5, $6.50 and $7 set.

Limoges China.

Decorated Limoges China with burnished gold edge from one-third to one-half less than regular prices.

Tea Sets; 56 pieces, $13.50 and $16.

Salad Bowls, $1.50.

Large size Fruit Bowls, $1.50.

Cracker Jars, $1.

Bon Bon Dishes, 13 pieces, $3.50 and $4.

Chocolate Pots, $1.50 and $2.

Pickle Dishes, 75c.

Pudding Sets, $4.75. —Fourth Floor

Cut Glass : Save to Third

Celery Trays, $3 from $4.50.

Celery Trays, $4.50 from $6.

Olive Trays, $3 from $4.25.

Olive Dishes, $2 from $3.

Olive Dishes, 82 from $3.

Berry Bowls, Scotch, $3 from $4.50.

Berry Bowls, Scotch, $2.75 from $3.

Berry Bowls, 8 inch, $5 from $7.50.

Low Berry Bowls, 8 inch, $3.75 from $5.

Low Berry Bowls, Scotch, $6.50 from $9.

Water Pitchers, $4 from $5.50.

Water Pitchers, $5 from $7.50.

Water Pitchers, $6 from $10.

Claret Pitchers, $3.50 from $5.

Claret Pitchers, $5 from $7.50.

Nappies, Scotch bowl and Plate, $3.75 from $5.

Water Bottles, $2 from $4.50.

Water Bottles, $3.75 from $5.

Cut Glass water, champagne and whisky tumblers, 25c each, strawberry, diamond and fan cutting.

Other table seeds. Third floor and Fourth floor

$3 Haviland China Chop Trays, $2

Two-handled serving trays with Haviland China Chop Trays, rich flowers and gold decoration; value $3, at $2. —Fourth Floor

Bohemian Glass

Gold engraved glass from Bohemia. Bon bon and Almond Dishes, Cream Fruit Glasses, Sherbet Cups, Compotes, Jelly Sets, Vases, Punch Sets and the like; prices range from 40c to $80. —Thermometer Aisle, Third floor, and Fourth floor.

Pressed Glass : Save a Third and More

Water Tumblers, Colonial style, 8c each.

Cranberry Bowls, 10c, 15c, 25c.

Celery Trays, 15c.

Fancy creamed bon bons, 25c.

Large size Fruit Plates, 25c.

Punch Bowl and Stand, $1.25.

Punch or Lemonade Cups, 3c.

One-half gallon Cider Pitchers, 50c.

Footed Bon bons, 10c and 25c.

Cracker Jars, 25c.

Sauce Bowls, 8c.

Sugar Bowls, 15c.

Butter Dishes, 15c.

Flower Centers, 15c.

Tall Shower Vases, 25c.

Two blown etched table Tumblers, 30c dozen, value 50c. —Thermometer Aisle, First floor

JOIN THE Gimbel Sewing Machine Club

and get a machine of one of the country's four great standard makes for $20.

Pay $2 at joining club—then we send home your machine, usually within two to four days. The remaining $18 to payable in ninety days.

One Dollar a Week

No interest, no club fees, no chances—no waiting.

This is Club No. 2

and will be held open only so long as the machines can keep up with the demand. After that we may get a message something like this

"End machines are oversold."

One first club had no clear sailing. In it we enrolled eighteen hundred and, eighty-odd members. Twenty-two days after the machines arrived we wrote to know how many were finished and ready to ship. Seven, was the answer. Not advertising it in this growing New Yorker in the country ever gave such value as a great sewing machine at a handsome drop-leaf cabinet and the other standard makes at proportionate, all for $20, and easy as payments at that.

It is only through the Gimbel club plan that such things are possible.

—Third floor—Philadelphia and New York

Men's $20, $22 and $25 Suits at $15

A VERY REMARKABLE BARGAIN

Two hundred Suits! News to make you eyes sparkle!

They are the latest styles and in all sizes. Mixed cheviots and cassimeres—all wool, of course. Nothing but guaranteed all-wool clothing is ever sold on Second floor. The regular prices for these same suits are $20, $22 and $25, but for a quick sale we are going to sell them at $15. You are lucky if you can take advantage of this chance.

$4.95 Silk Petticoats, $3.50

Now and then we manage to pick up a bargain such as this—$4.95 silk petticoats to sell at $3.50. There were only a few—enough for one day's selling that came with other big lots.

They are blacks and a good line of colors; two rows of shirring.

—Thermometer Aisle, First floor and Second floor.

Silk Petticoats at $4.95

Black and colored silk Petticoats; in a wide range of styles, flaring or accordion pleated flounces, some with silk underflouncings; others with underskirts; an exceptional variety, at $4.95.

Guaranteed Silk Petticoats $5 and $8.95

If they "crock" or fall into holes within three months a new one replaces the old one without extra charge. Two styles.

"Haven" Petticoats, every best style of this popular jersey top petticoat here for your choosing, $5 to $7.50.

78c Flannelette Night Gowns 50c

The best flannelette Night Gown we've had this season—most turn every day at 78c. Dependable cut and full length made. A limited quantity for 50c.

Drawers at 75c, $1.25 and up.

—Thermometer Aisle, First floor

Extra-Size Petticoats

Silk—black only $6.95.

Silk—black and colors, $7.50.

Mercerized, $1.

Flannelette, 50c to $1.

$1.50 Black Petticoats, $1

Black mercerized Petticoats and black Moreen Petticoats; a large assortment of styles. One style of very highly finished cloth; deep flounce finished with two ruffles.

Moreen Petticoats, accordion pleated flounce, at $1.

$3 Match Sets, $2.50

Three of the simple white dive linen-tumble, for Christmas gifts or to wash and iron at home. Each set consists of a pair of pillow cases, with ruffle, and a scarf, daintily scalloped in lace and ribbon run; very fine and effective, $2.50 sets, at $2.

—The Art Needlework Aisle, First floor

Silk Braids & Gimps For Coat and Dress

What flavor is to ice cream and the sauce to meat, braid is to gowns to the coat or dress. They are inseparable. Here are some of the advertised specials:

Plain Pull Braids, diamond weave, black, all widths, 4c, 6c, 10c, 12c, 18c, up to 72c yard.

Colored Pull Braid, diamond weave, 6c, 12c, 18c, 25c yard.

Black Pull Braid, novelty patterns, 8c to 25c yard.

Silk Soutache Braids, black and colors, 2c to 10c yard.

Fancy Braids, imported and domestic, plain and figured, 4c to 48c yard.

Silk Applique—black and colors; Persian patterns.

Silk Bias Velvets, black and colors, 15c to 62 yard.

Silk Gimps, black and colors, chenille, beaded, gold, silver, jet and steel buckles, moulds, 40c to 82 each.

Black bead and silk Corsage Gimp in small and large beads, 10c to 25c each.

Black bead and silk Corsage Gimp in small and large beads, very new, 25c to 50c each.

—First floor

Corsets, $1 a Pair

A certain need not pay more, and all be sure of getting style and comfort. Here are two of the best values at $1 the pair—a long, erect and a low range of choice.

There are three models—

Jeanette Mono and W. T. Warner's W. and G. Nuform, at $1.

—Corsets, Second floor

Axminster Rugs

Value $25, at $15.50

High size 8x10 yard Rugs—9x12 feet. Best and Oriental designs. Value $25, at $15.50.

Tuftless Brussels Rugs—Perfect goods in pretty designs, size 9x12 feet. Value $18, at $10.75.

Velvet Rugs, $1.50 from $2.50 —Size 27 inches by 54 inches.

Smyrna Art Squares, 27 inches by 54 inches, $1.50 from $2.50; 3.3 yards, $2.65 from $4.75

Smyrna Velvet Carpets, 70c yard, value $1; one- and two-roll borders and carpets.

Axminster Carpets, 83c yard, instead of $1.25 and $1.50.

Tapestry Brussels Carpets, 62c and 72½c yard, value and $1.

Ingrain Carpets, 39c yard; value 50c.

Linoleum, 60c sq. yard; values 65c and 65c. —Fourth Floor

15c Cotton Flannel Remnants, 7c yd.

Remnants of French printed cotton Flannels, lengths 3 to 5 yards, some can be matched; light and dark colors. Value 15c, at 7c yard.

Plain Pull Braid, for 2c and 3c Australian Cloth remnants 1 up 10c yards; blue and white. —Basement

Women's Shoes, $2—Maker's Clearance

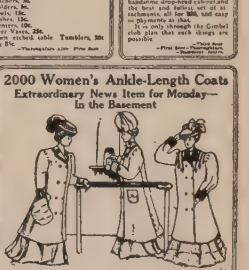
We got from a maker 1200 pairs of women's Shoes as a price—a recommended order. They are not all there, but the values at a glance. They are box calf, Blucher, lace Shoes dull tops, and vici kid and patent kid, with

$2.45 for George E. Keith's $3.50 and $4 Shoes for Men : "Seconds"

but in many you cannot tell the reason unless you're a shoe expert. Good variety of styles.

—Third floor

2000 Women's Ankle-Length Coats Extraordinary News Item for Monday— In the Basement



No. 1—$6 No. 2—$7.90 No. 3—$10.98

The picture shows the coats exactly. In order to make this remarkable announcement we had to construct the garments ourselves. We had to buy the materials at a price and have them made during occasional dull days. We had to match the sewing at every move to give you these great bargains.

No. 1—$3 value $6.—Ankle length Coats of frieze chevron and novelty long, full loose back, collar in scalloped effect all around, outlined and trimmed with braid, turn-back cuffs of velvet, trimmed with braid, pearl buttons, set of collar, covered buttons, flap pockets, yoke and sleeves lined.

No. 2—$7.50 value $12.50—Ankle length Coats of black beaver, velvet collar and cuffs, stitched

Just outlined with designs of braid; double-breasted effect; patch pockets, yoke lined.

No. 3—$8.95 value $13.50—Ankle length Coats of black beaver, wrought burrers; designs of wood braid and velvet, velvet collar, velvet cuffs, back and front of coat in yoke effect, trimmed with braid, double-breasted effect, pearl buttons, flap pockets to roll to meet velvet cuff like collar; yoke satin lined. —Basement

Women's $15 Walking Suits, $7.95 IN THE PASSEMENT

Seventy-five Women's Cloth Walking Suits; many coat styles; velvet and braid trimmed; some satin lined. Venetian cloth in black, navy and brown. Value $15, at $7.95.

—Second floor, Market Street

$2.75 Silk Petticoats, $1.98

Black Taffeta Petticoats; fine quality in accordion pleated flounce; value $2.75, at $1.98.

—Second floor, Market Street

Women's Gloves, 50c Values 75c to 82

1200 pairs of women's glace, kid and suede Gloves; values 75c to $2, at 50c pair. Nearly every size will find all styles, white, black, tans, browns and grays. Some of the most wanted in tailored and evening shades; 2- and 3-clasp. Not enough of one color or size sorted from design.

50c. Women's 75c and $1 suede Gloves, for work, heavy wear and every use.

—Second floor, Market Street

22,000 Yards Silks—Reduced

These are mainly short lots from recent great sales priced low a quick sale. Many are underpriced.

28c for 50c Black Silk Taffeta—limited quantity

39c for 75c Colored Taffeta

50c for 75c imported satin messaline

65c for 85c black Taffeta, 20 in.

Corduroy : Velvets

72c for 68c Corduroy.

50c for black and colored Velveteens.

75c for 75c Peau, Velvet, black and colors. —Basement

Bargains in Boys' Clothing

Two hundred boys' and children's coats from a manufacturer's overstock, for Monday's selling at these prices—

$1.20 for $2 and $2.50 double-breasted Suits.

$1.50 for $2.50 sailor and double-breasted Suits.

$3.50 for $5.50 Reefers.

$5 for choice for Overcoats.

$3.50 and $5 for Overcoats; full cut, plain and fancy for boys to 16. —Basement

$1.10 yd. for $1.50 Axminster Carpets 90c yd. for $1.15 Velvet Carpets $1.15 sq. yd. for $1.50 Inlaid Linoleum

—Staple carpets and linoleums on which you save a fourth. Knowing when and how to buy and a great deal to do with it, but you're more interested in the bargain than the reasons. There are staple goods in varied colors and full rolls.

See some of them below—

75c yd. for 91 Tapestry Brussels

48c yd. for 65c and 75c Ingrains

40c sq. yd. for 60c and 65c Printed Linoleum

75c yd. for Oil Cloths, 2½ yards wide

—Fifth floor

$3 Window Mirrors, $2.25

Window mirrors are both a pleasure and a help. You are sitting in the room, a step from the hall, and without moving you see who is at the door. An invalid gets pleasure from a window mirror. Some of the most sizes in polished and rounding shades; 2- and 3-leaf. Not enough of one size or shape assorted from design.

Also, 200 men's 75c and $1 suspender Gloves, for work, heavy wear and every use.

—Second floor, Market Street

1800 yards Bleached Cotton Flannels 12½c yard

Bleached cotton Flannels; good, clear, soft finish; 36 inches wide; value 12½c, at 9c yard.

Also, 1800 yards Bleached cotton Flannels at 18c yard.

Also, 1800 yards Bleached cotton Flannels, one soft bleached; 36 inches wide; value 18c, at 12½c yard.

—Second floor, Market Street

Sheet Blankets, 35c

Mill seconds of single cotton Blankets (not plaids); good desirable as sheets in cold weather, soft, heavy and delightfully warm; all have borders, white and gray. 64x76 inches; value 50c, at 35c. 66x84 inches; value 60c, at 45c.

Also, 1000 pairs of Blankets; Comfortables, covering of big wool selvedge plaid backs, ends for large beds.

—Second floor, Market Street

25,000 Yards of Dress Goods SAVE FOURTH TO HALF

25c yd.: values 35½c to 50c—Suitings, silk-and-wool Plaids and plain Mohairs; Cashmeres and Panamas; mostly imported goods, also black Mohair Brilliantines.

36c yd.: value 50c—Black Cheviots, 42 inches wide.

39c yd.: value 50c—Black Granite Cloth.

50c yd.: value 60c—Gray Panama Suitings. —Second floor, Market Street

Knit Underwear Save 10 a Third

19c up: 3 for **50c** for women's and children's Vests and Pants; ecru and white; mostly imported goods.

25c—Women's heavy white ribbed Vests and Drawers; heavy weights.

39c—Women's 50c extra size Merced Vests and Drawers; ecru and white.

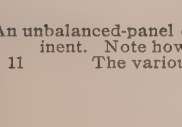
$1—Women's natural merino wool Merced Union Suits; some "seconds"; values to $1.50.

50c—Men's sanitary Merced Shirts and Drawers; ecru or gray; 50c Merced shirts in ribbed Vests.

50c—Men's heavy ribbed Vests.

$1—Men's scarlet ribbed merino Shirts and Drawers. —Basement

$75 Davenports for $50



The picture gives a very incomplete idea of these handsome Davenports. They come in golden oak or mahogany finish and are covered with genuine leather. Dimensions—6.6 feet long; 33 in. chairs deep; 25 inches high. Value $75 at $50.

We have the greatest variety of davenports, from the inexpensive to the handsome hand-carved ones. A few prices—

Golden oak and leather, $65. "Golden oak and Verona, $35.	Mahogany and quartered oak, $115. Mahogany finish and Verona, $30 and $35.
Golden oak and silk plush, $65. Mahogany finish and Verona, $60.	Golden oak and silk plush, $65. Mahogany and leather, $125. Handsomely carved, $80, with quartered oak or mahogany and tapestry, $65.
Golden oak and leather, $80. Mahogany and tapestry, $65.	Golden oak and Verona, $125. Golden oak and leather, $150. Mahogany and Verona, $65. Mahogany and leather, $325.

—Fifth floor

Curtains : Portieres : Couch Covers Nearly All Half Price

The Basement Upholstery Store will make a clearance Monday of many short lots. It is a great chance for bargains.

Lace Curtains

Prices by the pair

40c from 50c. 80c from $1.00

75c from $1.00 $1.50 from $2.00

$1.00 from $1.50 $2.00 from $2.50

$1.50 from $2.00 $2.00 from $3.00

Also, 1000 yards 36c; values 40c to 45c each.

$1 for $1.75 silk Lambrequins, gold embroidered designs, fringed.

75c and $1.25 for $1.25 and $2.50 Couch Covers.

—Basement

Shirt Waists, 50c Values 75c and $1

A few of women's Waists—some cross cloth, Russellet, percale, madras and linen. Values 75c and $1, for 50c.

Also, 1000 Waists, mohair, muslins, plaids and satins, values many pretty new styles.

—Second floor, Market Street

6c Calico 4½c Gingham 5c

A clever gray Calico and pretty checked 5c dress Ginghams at 4½c yard; light blue, pink, gray and tan.

1,850 yards of Scotch Madras—finest cloth, Russellet, percale, madras and satins. Values 75c and $1, for 50c.

—Second floor, Market Street

Handkerchiefs

1c Initial Handkerchiefs.

2c Women's Handkerchiefs, embroidered corners.

3c Women's Handkerchiefs, embroidered corners.

5c Women's Handkerchiefs, embroidered corners.

10c Women's Handkerchiefs, embroidered corners.

15c Women's Handkerchiefs, embroidered corners.

25c Women's Handkerchiefs, embroidered corners.

—First floor, Market Street

1c Cotton Flannel Remnants, 7c yd.

Remnants of French printed cotton Flannels, lengths 3 to 5 yards, some can be matched; light and dark colors. Value 15c, at 7c yard.

Plain Pull Braid, for 2c and 3c Australian Cloth remnants 1 up 10c yards; blue and white. —Basement

Women's Shoes, $2—Maker's Clearance

We got from a maker 1200 pairs of women's Shoes as a price—a recommended order. They are not all there, but the values at a glance. They are box calf, Blucher, lace Shoes dull tops, and vici kid and patent kid, with

$2.45 for George E. Keith's $3.50 and $4 Shoes for Men : "Seconds"

but in many you cannot tell the reason unless you're a shoe expert. Good variety of styles.

—Third floor

Bleached Damask Value 36c, at 19c yd.

1800 yards 16c bleached cotton Damask at 12½c yard.

Also, Napkins, 50c dozen, unbleached; loom dice patterns.

Also, 1000 yards 36c; some unbleached; loom dice patterns.

Also, 1000 yards 36c; some bleached; loom dice patterns.

Also, 1000 yards 36c; some bleached; loom dice patterns.

Also, 1000 yards 36c; some b

Gimbel Brothers—Market : Chestnut : Eighth and Ninth | Gimbel Brothers—Market : Chestnut : Eighth and Ninth | Gimbel Brothers—Market : Chestnut : Eighth and Ninth

STORE CLOSES AT 5.30 — Thursday, June 12, 1902

Trimmed Hats at $2.75 : Values $5 and $6

HERE'S somewhat of a paradox. Hats for warm-weather wear at, approximately, half price, on the average, *because* of the prolonged cool weather! And it's easy to see why. By all usual experience, everybody ought to have been wearing the new summery millinery a fortnight or a month ago. But as they haven't bought, the makers of ribbons, straw hats, flowers and all things pertaining to millinery have had stocks pile up on their hands in the most alarming way.

Now we have "taken the bull by the horns" and determined to help our friends, the manufacturers, by easing them of some of their heavy surpluses, and at the same time help you to unprecedented bargains (right at wearing time)—and ourselves to accelerated business.

We bought all the materials cheap—that's how the manufacturers helped. And—

Our Own Experts Trimmed the Hats

—the same force of milliners and trimmers who fashion our finest hats. They don't know how to do poor work—they have become so imbued with Paris *chic* from study of the imported models and from originating Gimbel styles, that their work is bound to show it. Hence, the hats rated at $3 and $6 should, for style and effect, really be in a higher class. And to get these hats at $2.75 is good fortune to make you catch your breath!

2400 Untrimmed Straw Hats at 55c : Values $1 to $2

Up-to-date shapes in untrimmed straw hats. Black chip, white chip, natural color chip, numerous fancy braids and a few milans. Mushroom, sailor, walking, dress hats, and their immediate, a few imitation hair hats—all are popular and becoming styles. Here at 55c each, values $1 and $2.

Beautiful French Flowers at 15c

Values 30c to 60c : All Fresh

June roses, crushed roses, wisteria, bluets, lilacs, black velvet poppies, grapes and foliage—all are imported kinds that sell regularly at 30c, 50c and 60c. Choose at 15c.

These hats—trimmed and untrimmed—and the flowers are all on Grand Aisle, First floor.

Sheets : Spreads : Save to a Third

Any sewing on bed furnishings is unusual in a small measure but we call attention advancing it as still more difficult. Some of these are 1000 kinds, others are clearances.

10c for 72x72 Hemmed Sheets, hemmed muslin, free from dress. 15c for 72x72 Hemmed Sheets, of extra fine muslin.

25c for 81x90 Hemmed Sheets for double-bed size, extra muslin and hems.

$1.25 a piece; value $1.50—10-yard pieces of English Longcloth.

Nice Bridal Presents—

Full-size Marseilles Honeycomb Down Quilts, beautiful new patterns, scalloped down filling, size 6 to 6 feet, some with plain colored borders to match white. $10.00.—Basement.

Silk Tea Gowns, $6.75

Value $10.50 and $13.50

Fashionable silk Tea Gowns in two styles; both are lace trimmed, they come in black, pink, light blue and white. Values $10.50 and $13.50, at $6.75.

50c for 54c white Kenaston; full-length border hemmed.

Point lace, Grand Aisle, and Third floor.

Trunks at Good Savings

These are all dependable, well-made trunks, all at some worth while reduction from regular prices; and giving a choice of two or more sizes at the one price—usually prices are graded according to size.

Helped a manufacturer to clear—he had too many, because cool weather has caused folks to put off traveling for a while.

Canvas-covered Dress Trunks; iron-bound, brass-finished bodywork, tray and extra dress tray; Kendrick lock; leather straps.

Value	Price	Value	Price	Value	Price
28-in., $8.00		30-in., $9.00		32-in., $10.00	
30-in., $8.50	**$6.75**	32-in., $9.50	**$7.00**	34-in., $11.00	**$7.25**
32-in., $9.00		34-in., $10.00			

Rawhide-bound Dress Trunks, malleable brass-finished bodywork, full-riveted, lathed, linen, two-ways, solid brass locks—

30-in., $10.75 } at **$9.75**
32-in., $11.50 }
34-in., $12.25 }
36-in., value $13, at $10.

Fibre-bound Dress Trunks brass finished hardware; canvas covered, sheet-iron bottom, two leather straps.

Value	Price	Value	Price	Value	Price
28-in., $6.00		30-in., $6.50		32-in., $7.00	
30-in., $6.50	**$5.25**	32-in., $7.00	**$5.50**	34-in., $7.50	**$5.75**
32-in., $7.00		34-in., $7.50			

Steamer Trunks, fiber bound, brass finished hardware; two leather straps—

28-in., $5.50 }
30-in., $6.00 } at **$4.50**
32-in., $6.50 }
34-in., $7.00 } at **$4.75**
36-in., $7.25 }

See the Trunks, value $10, at $7.50, and $7.50—offer at $5.25.

Basement, Philadelphia-side door

IN THE BASEMENT

8c Calicoes at 5½c

About 5000 yards of Calicoes, short lengths 1½ to 20 yards; patterns are all good, and include Dress Goods styles and Shirting Calicoes; limit 10 yards to dealers. Value 8c, at 5½c.

46c for 85c Bleached Sheets for double-bed size, extra muslin and hems.

Odds for Lawns, stripes and figures, on white and tinted grounds; value 10c.

75pc for 19pc Ginghams, checks of blue, brown, green and red.

1 yd for 1yd new Seersuckers; assorted widths, stripes.

Basement.

Men's $10 Serge Suits at $6.50

There is only one reason that we can sell the men a worsted suit serge-made up much under price they were made to retail for—to get room for other goods that are coming in the lot. Regular $10 value at $6.50.

Men's Suits of fancy worsted coats for ages 14 to 20. Chest 30 to 35 inches.

Youths' Vests at 25c

200 smaller and Vests at 25c; from 33 to 37 inches.

Men's Odd Trousers at $1

150 pairs men's odd Trousers to be closed out at $1 a pair.

Women's Vests, 10c

Values 12½c and 15c

Women's white Swiss ribbed Vests, some have silk ribbon. Values 12½c and 15c at 10c; 25c values are brocaded. Women's 25c ecru-trimmed white vests ribbed Knee Drawers will match, at 25c.

Women's 12½c black cotton hose, seconds of fancy cotton stockings; drawers, hose and corset coverings, 8c.

25c Stockings at 15c

Women's 25c black cotton fashioned Stockings at 15c all sizes; Women's 25c lisle-thread fancy stockings in black or tan; 50c silk lisle thread stockings, two styles, at 25c.

Women's 25c black seamless ribbed Hose; half-hose of seam and fancies hose of lace. Half Hose, Values 12½c and 15c, at 10c, or 3 pairs, 25c.

Men's 25c Socks, with half elastic ribbed and seamless tops of fancy half Hose, values 25c and 15c, at 10c.

Men's 50c Underwear, "seconds," at 25c.

New White Waists at Half Price

There is one other store in this country that tells as many women's waists as Gimbels—the only one that is our near rival in this respect. No other store piles "Pelion on Ossa" as does Gimbels—taking one big lot after another, and turning no lot away because of its size, if styles and prices are right.

Hence, when we had the opportunity to merge the over-stocks of four makers, we took the 25,000 waists, because the styles, qualities, making and prices meant the best of bargains for you.

All are new and fresh and likable—

65c : values $1 to $1.50—Majority are $1.50 sorts. A hundred and fifty styles. (These in Basement also.)

$1 : values $2 to $2.25—About evenly divided Sixty-five styles.

$1.50 : values $2.90 to $3.95—Majority are $3.95 kinds. A hundred and twenty-five styles.

$1.85 : values $3.50 to $4.50—Twenty-five styles.

All the season's pretty effects are represented. Embroideries, laces, tucks, in some effective treatment—styles sure to charm!

We have taken space on The Throughfare Aisle, First floor, in addition to the big Waist Store on the Third floor. Plenty of salespeople to promptly and efficiently aid you in selecting.

Corset Bargains : Up-to-date Inexpensive Sorts

36c, value 50c: for an odd lot of up-to-date Corsets.

50c: each for Corsets, some of the best makers in this side, Many styles, from the short to Prospect effects. A very perfect fitting.

$1, value $2 for P. N. batiste or net, gathered for this sale in one of the very best value at the price we've had, value $2 but $1 for it. Corsets. Two models two materials, black ribbon for summer garments.

75c, value $1.25, for a limited lot of Corsets. Find your size and get good bargains.

First floor Grand Aisle.

10-lb. Tub Lenox Creamery Butter for $2.98

Fresh "green" butter, as the butter is called that is made when the cows get grass grass for grassing. Our Lenox quality, put up in sanitary tubs, 10 lbs. net weight, $2.98; ½ lb to $1.56. Pressed in nice, new party molds, this is not to be distinguished from pound-butter.

Soft-shell crabs, a dozen, 50c. Prepared and cooked (while you wait) 15c each. Not delivered.

Breakfast Items—Mild, sugar-cured ½, 12c.

Our Daylight Bakery—Angel Cakes, 20c each, Butter Loaf Cakes 25c each, Sunshine Cakes, 25c each. Not delivered.

Nature's Sweet Ghirlitas, Cheese Wafers, Lemon Sandwiches, Coffee Nut Bars, 10c per pound. Not delivered.

Spiced, Pigs' Feet—Cooked and spiced ready for use, 10-lb pail, 67c.

In the Wine Store—

Dillenger Pure Rye Whiskey, bottled in bond 90c.

Old Rye Whiskey, a genuine straight whiskey, bottled in bond, case of 12 qts., $12. Single $1.25

Marion "Star" Cognac Brandy, bottled in bond, case of 12 bots (no pts), $12. Single $1.25.

Kuhrtz Geneva Gin, bottled in Holland, large bottle, $1.25.

—Chestnut-street Annex.

Dress Goods

Bargains from the stock-taking of a large New York wholesalers, that we picked up—lots they had blue-pencilled for a clearance. You may—

save a third or more

on goods that are right in demand. These—

50c a yard. Regularly 75c—

All-wool striped Worsted Suitings for walking, shopping, street costumes and many other effects.

75c a yard. Regularly $1.25—

Tweed Suitings, in stylish stripes and neat broken check effects in street suits, separate skirts and many other uses.

75c a yard. Regularly $1.25—

Imported right weight all-wool Suitings, 42 inches wide, light grounds, with stylish overplaids, correct styles for elegant street suits.

$1.50 a yard. Regularly $2.50—

Broadcloths, in many shades, red, brown, invisible for separate skirts, jumper suits and bathing suits.

—Second floor.

Girls' $1.50 to $2 Tub Dresses, $1

This is a maker's lot of 1000 girls' stylish Tub Dresses to sell at $1 instead of $1.50 and $2 per box for cold weather. They are mostly short sleeves, some long sleeves. Materials are chambrays, gingham and striped percales; styles are confined Russian, kimono and waist effects; some are trimmed with embroidery of contrasting color. For ages 4 to 14.

Half-rolls of Mattings : Bargains

Every one cannot use a full piece, and not all matting is the accommodation we have a few of half rolls (20 yards)—

China at $4.50, $5, $5.50 and $6 values $5, $6, $7 and $8.

Japanese at $4, $6 and $7; values $7, $8 and $9.

Antimacassar Rugs, slightly mismatched—

9-4x12 ft. $16.50 from $26.50.
Tapestry Brussels Rugs—
9-0x12 ft. $10 from $18.
Smyrna Rugs—
9-0x12 ft. $8.00 from $10.00.
9-0x10-6 ft. $6.50 from $8.50.
3 x 6 ft. $1.25 from $1.75.
Velvet Carpets—75c and 85c a yard, values $1 and $1.15.

Ingrain Carpets: odd trails of discontinued patterns—

25c, 30c and 40c yard; values 50c to 75c.

Ingrain Art Squares—Some show handling at $4; they are small the others have custom shapes—

6-9 ft., $3 from $5.50
9-0 ft., $4 from $6.75

Gimbel Brothers : Market : Chestnut : Eighth and Ninth

Women's Walking Skirts : Bargains

Made of fine quality of Panama, white, black, navy, brown and mixtures, in plain and fancy effects.

$1.90: Values $3 to $4

Women's Skirts, Panama and Cheviot mixtures, in plain and fancy effects, value $3 and $4 at $1.90.

$2.90 and $3.90: Values $5 to $6

Women's Black Skirts, some have bands of taffeta silk trimming designs, all are good effects.

Misses' $4 Jumper Frocks at $1.85

Small women, as well as misses of 14 to 18, are interested in the lot of Jumper Frocks, blouse (normal), waist effect, with gathered jumps, three styles, all with pleated skirts. Value $4, at $1.85.

Men's Straw Hats at Half

The cold summer has caused an early fall in Straw Hats—at least this market thought it was time they were sold, and therefore took our prices. Here's the result: Men's $1 and $1.50 Straws at $1.50, $2 and $2.50 at $1.50, $3 and $3.50 at $2.50, $4 and $5 at $3.

Men's 50c Shirts, 35c

Men's 50c corded madras negligee Shirts, 35c. 50c and $1 Shirts at 25c. Sizes 14 to 17.

50c for Men's 75c summer-weight Shorts.

Boys' Suits, $2.50

Values $3.50 and $4.50

Double breasted Suits for boys of 3 to 8 years, in cheviots, cassimeres and fancy mixtures, value $3.50 to $4.50. Sizes so tall at $2.50.

Knee Trousers at 50c

Values 75c and $1

FIG. 10

A full-page advertisement showing the use of ornamental border and large type to attract attention to a particular panel. The signature should have been larger

THE greatest store and the greatest business in Brooklyn have risen here on the foundation of PUBLIC SATISFACTION with the best service, the best assortments and the lowest prices.

ABRAHAM AND STRAUS.

THE WEATHER TO-MORROW FAIR AND WARMER. | Store Opens 8:30 A.M. Closes 6 P.M. | THE WEATHER TO-MORROW: FAIR AND WARMER

We never have permitted and never will permit any one to undersell us or successfully to dispute our supremacy in any branch of our business.

Remarkable Offers In Bric-a-Brac.

Appropriate for wedding gifts or for filling in the odd nook or vacant spot in the country cottage. Beautiful, rare and wonderfully priced Vases and other art pieces.

At 49c. to $1.25, that were 98c. to $2.50. Iogo Pottery Vases, in a rich ivory tint, with a bird decoration; various shapes.

At 75c., that were $1.98. Victoria Vases, shaded green and gold, with painted figures.

At 75c. to $3.49, that were $1.75 to $6.98. Bretby Ware, in antique shape, with jewel decorations; various styles.

At 19c. to $1.98, that were 69c. to $4.49. Rudolstadt Vases, in a wide variety of styles, richly decorated with ivory tinting, blue, green, etc.

At 10c. to $1.75, that were 19c. to $3.75. Norse Pottery Ware; lot consists of Vases, Candlesticks, Ash Trays, Match Holders, etc.

Of course, these are but examples of the wealth of offers in the Bric-a-Brac, Cut Glass, China and Art Wares Stores.

Hydegrade Lining Fabrics.

Five qualities, largest assortment of shades in the entire city, including white and black.

Heatherbloom, 35c. a yard.
Sakana Satin, 29c. a yard.
Lucenta Satin, 36c. a yard.
Rusiline, 29c. a yard.
Paisley Percaline, 20c. a yard.

Main floor, rear, Central Building.

Matinee Suits and Sacques.

Matinee Suits, Lawn Dressing Sacques, Crepe Kimono Sacques.

Dainty Matinee Suits, of flowered Swiss, in pretty colorings; also black and white dotted effects; skirt is gored and trimmed with deep flounce; Dressing Sacque has a large round collar, shawl effect, trimmed with insertion and lace edged ruffle, shirred back, belt at waist, bottom of Sacque trimmed with ruffle, value $3.00, at $1.98

Crepe Kimono Sacques, in dainty colorings; shirred yoke, with border on front and sleeves of flowered satin ribbon $1.15

Lawn Dressing Sacques, in pretty colored figured effects, shirred back, full front, sleeves are a pretty new double ruffle effect, finished with mercerized scalloped edge, belt at waist, value $1.39, at 98c

Fine lawn Sacques, kimono effect front, tucked and finished with double edge mercerized edge border, shirred back, belt at waist, others of flowered Swiss, shirred back, collar and entire Sacque finished with mercerized edging, short sleeves with cuffs, value $1.00, at 79c

A variety of pretty models, including flowered Swiss and fine lawn Camilles; also white striped lawn with entire Sacque finished with dainty solid color lawn edge, values 69c, at 49c

Lawn Camilles, in pretty colorings, dotted effects, entire Sacque finished with mercerized scalloped edge value 39c, at 25c

Second floor, center, East Building.

98c. to $1.50 Chantilly Edges, 29c. to 35c. Yd.

Many Beautiful Dresses Specially Priced

No woman can afford to leave for the country without several of these most becoming and comfortable of Summer costumes in her wardrobe trunks. Fashion favors them for warm weather wear. IT WILL BE A GREAT WHITE SEASON. The makers and importers knew it would be, and prepared for it, but they could not wait for the trade to open—and here is a wealth of beautiful apparel at your disposal, at a fraction of what it should sell for, a sacrifice to a backward season. Every Robe is perfect—we would be grateful to any purchaser who finds a single fault in any one and returns it.

At $5.00, Actual Value $12.50.

At $7.50, Actual Value $15. At $9.98, Actual Value $25.

Cream colored Robes, made of a beautiful, sheer quality of dotted batiste, 15-inch embroidery ruffle, headed with a dainty insertion, also 5 strips of insertion around skirt; plenty of plain material and insertion trimming for entire waist. All with extra dust ruffle.

At $9.94, $14.89, $16.89, and $19.98, Actual Value from $20.00 to $50.00.

Colored batiste Robes, a combination of Val. lace and embroidery, also open and blind work, many beautiful and effective designs, in pink, blue and heliotrope, white and pink, white and blue, and white and tan.

Main floor, center, Central Building.

Chronos Watches--Triumph of American Watchmaking

Years of experimenting under the supervision of the best American watch makers have produced a perfect watch, encased in the various metals, 25 per cent less than the standard watches of like quality are sold for today. For men, women and children. An accurate American timepiece at a record low price.

We have them in either hunting or open face cases, fitted with 11, 17 and 21 jewel movements.

Main floor, center, Central Building.

10,000 Yds. Fine Printed Organdies, 11c. yd.

Not a store in all New York sells such pretty, effective Organdies for so small a price, 11c. a yard. White grounds, with dainty rose-tinted, flowered patterns.

Main floor, West Building.

The Great June Undermuslin Sale Is Unmatched For Quantity, Quality and Low Pricing.

Detail—every little stitch carefully executed; the garments all cut generously and well made in every particular; no matter whether you pay the smallest or the greatest price, the standard of goodness is always the same—THE BEST.

Gowns.

At 85c. Cambric Gowns, Empire, fine embroidery insertions in yoke; hemstitched ruffle; also V neck, four insertions of fine embroidery and four clusters of hemstitched tucks in yoke.

At 79c. Extra size Gowns of cambric, V neck, yoke of hemstitched tucking, lawn hemstitched ruffle on neck and sleeves.

Others, extra size, trimmed with fine embroidery ..... $1.25 and $1.69

At $1.09. Nainsook Chemise Gowns, round yoke of lace embroidery insertions; short puff sleeves, trimmed with insertion and edging of lace; others prettily trimmed with lace and ribbon beading; flowing sleeves, lace trimmed; others of cambric, embroidery trimmed.

At $1.45. Nainsook Gowns, open front, square neck; pointed yoke composed of fine embroidery insertions; lace edging at neck, also round neck, chemise style, with insertion of fine embroidery, ribbon run embroidery beading, lace edging.

At $1.98. Nainsook Chemise Gowns.

Drawers.

At 39c. Cambric Drawers, with cluster tucks and full ruffle of cluster embroidery; others of muslin tucked and trimmed with cambric hemstitched ruffle. Store orders only.

At 79c. Cambric Drawers, tucked and trimmed with insertions and ruffle of choice embroidery.

Others at ..... 98c. and $1.48

Walking Skirts.

At $1.48. Cambric Skirts, deep cluster tucked flounce, trimmed with full tucked and lace trimmed ruffle.

Others at .... $1.95, $2.48 and $3.48.

Corset Covers.

At 25c. A variety of pretty models in Corset Covers, trimmed with different laces and finished with ribbon beading, some V neck, trimmed with embroidery.

At 39c. Corset Covers, prettily trimmed with insertions of lace and rows of ribbon beading, lace edging, some with embroidered yoke, lace edging and ribbon beading.

At 59c. Low neck Corset Covers, trimmed back and front with insertions of embroidery ribbon beading and lace edging, others with fine embroidered medallions, outlined with lace, insertion and edging of lace, and ribbon beading; others prettily trimmed with insertions of fishnet lace and rows of ribbon beading.

Others at 69c., 79c., 89c., 98c. and $1.48.

Exquisite Paris Made Lingerie.

Gowns.

Paris made Gowns, of French percale, open front, square neck, cluster of hand tucking in front, flowing sleeves, hand embroidered band at neck, down front and on sleeves $2.30

Others at $3.25, $3.69, $3.98 upward to $24.98.

Bridal Sets.

Paris made Bridal Sets, consisting of chemise Gowns, with front elaborately hand embroidered in bow knot design, yoke back, embroidered eyelets run with ribbon, scalloped edge, flowing sleeves, embroidered spray and scalloped edge, Chemise to match; Drawers have a full ruffle embroidered to match $9.48

Others at $10.98, $11.48, $13.48 upward to $98.00

Chemises.

Paris made nainsook Chemises, front is prettily hand tucked with floral spray each side, ribbon run, dainty lace edging $1.98

Others at $2.48 upward to .... $19.48.

Corset Covers.

Paris made low neck Corset Covers, tucked back, full front, with hand embroidered scalloped edge, and eyelets run with ribbon $1.59

Others at $2.59, $3.25 upward to $10.98

Drawers.

Paris made Drawers, with full ruffle prettily hand embroidered in floral and fleur de lis designs, scalloped edge $1.75

Others at $2.89, $3.48, $3.89 upward to $19.39

Men's White Plaited Shirts, 50c.

They have white cambric bodies, with plaited bosoms, fine materials, in several different style plaits; plain and novelty effects; the styles are copied from the finest Shirts, and are excellent in every way.

Men's $1.00 Shirts at 69c.

Negligee Shirts, standard $1.00 make, good variety of designs in light and dark effects; some have detached cuffs, others attached; all are brand new Shirts this season; just arrived from the factory and will give entire satisfaction in every respect.

Boys' 75c. Shirts, 59c

Boys' negligee Shirts, with detached cuffs; they are made from fine percales, excellent assortment of designs, 59c.

Main floor, front, East Building.

New Comb for Men

A Clever Novelty.

THERE is a brand new Comb for mere man and his brothers that has just been brought out and it is just the best thing of its kind that has ever been shown. By a patent slide, the teeth recede into a case of sterling silver in French gray or a rose finish. Move the slide one way and the teeth are hidden from view and protected from breakage, move the slide the other way and the teeth are brought to view and to use through a little grating that removes all dandruff. This is really a wonderful little thing and members of the fair sex will have also to meet man and his brothers to have it all to themselves. It costs but 97c.

At the Parisian Jewelry Store

Main floor, front Central Building

Birds' Head Parasols

FEATHERED BIRDS heads or the heads of birds developed in white kid or lizard-skin are a feature of the latest Parasols brought from foreign lands. They are of soft white taffeta and are mounted upon unusually long sticks. The full length of the handle is covered with white kid and bone balls tip the ribs. A huge double silk tassel is one of the features, while another good feature is the hemstitched border to the silk. All in all, these are among the best Parasols yet shown, especially for carriage use. They cost $4.98 each.

Babywear Offers

Coats—A full assortment, made box effect, three-quarter and full length, in plain mixed materials, dainty checks and stripes; some white serges in the lot; sizes 2 to 5 years; value $3.00 to $4.00, at $1.98. None C.O.D.

Long Coats, of China silk, handsomely trimmed with lace, ribbon and fancy braids, value $7.00 to $10.00, at ..... $3.98 and $6.98

Long Dresses, of fine lawn and nainsook, handsomely trimmed with embroidery and laces, value $5.00, at $2.98

Dresses, of fine lawns, handsomely trimmed with lace and embroidery, full assortment; sizes 2 to 5 years; $5.00 value at $3.39; $7.00 value at $3.98, and $12.00 value at $7.98

Large lingerie Hats, handsomely trimmed with laces, embroidery and ribbon; value $3.00 to $7.00, at $3.98; value $9.00, at $4.98 and $5.98

FIG. 11

A 5-column, department-store advertisement showing a panel made prominent by the use of a band of white space inside the panel border

OUR great store is climbing skyward—every day the eye measures the extraordinary progress the builders are accomplishing. Every day also S. & M.'s climbs higher in the public's estimation.

SCHLESINGER & MAYER

Our telephone number to Private Exchange No. 2.

MILLINERY—Great showing of Easter creations—Paris and American made hats in great variety of new styles — charming conceits for opera wear now ready for selection.

Easter offering. **knit underwear.**

A MAKER'S surplus at 25c on the dollar. Women's fine lisle vests, pants, tights and corset covers—white, ecru and colors—every size—choice of 50c, 75c and regular $1 underwear, Monday at 25c.

Third floor, main aisle.

Women's vests, drawers and union suits—special, 39c. Women's $1.50 hand crochet union suits—choice, 89c. Pure silk vests, low neck, no sleeves, $1.50 val., $1.

Easter offering. **black dress silks, evening silks and shirt waist silks.**

Some of the season's most desirable silk fabrics—every yard of which is greatly underpriced for this sale.

Black silks. Double-width, all-silk crepe de chines, extra quality, rich black, perfectly woven—another lot same as we advertised some weeks ago—best $1 quality double-width crepes to be found in America—yard, $1.50.

Shirt waist silks. Sunset shirt waist silks—10,000 yards, all the wanted colors, beautiful combinations, including navy and white, black and white, turquoise and white, gray and white, rose and white, brown and white, tan and white. $1.50 quality, 68c.

Evening silks. Luscious crepes, best colorings, rich Paisa stripes—white, pink, pearls, light blue, turquoise and cream—one of the most desirable soft, clinging fabrics—northern sales under $1.50 yard—here special at $1.10.

Taffeta silks, yard wide, guaranteed taffetas, 89c.

27-in. black peau de crepe, $1.10.

27-in. good white jap wash silks, 48c.

Embroidered Shantung silks, open range, colors, 49c.

24-inch all silk crepes, all colors, 59c.

Easter offering. **sheer embroideries.**

TEN thousand yards of Swiss, cambric and nainsook embroidered flouncings—among them some beautiful Irish point effects.

Front floor, main aisle.

All beautifully embroidered at 15c—hundreds of different designs—

15c

Many yard worth less than 25c and many pieces worth 39c yard—at 15c, 25c and 15c.

Easter offering. **black dress goods.**

A GREAT purchase that will save you a large part of the usual expense of the new waist or tailor-made gowns. Rich, exclusive fabrics of standard quality, which everywhere sell for much more than we will sell them tomorrow—60-inch pure mohair bur etamine, Melrose, tranpreve, 75c.

Third floor, north aisle.

75c

61 72 46-inch the new luster suiting, special, $1.

$2.50 sateen, all colors, for wash housedresses, at $1.25.

$1 $2 46 inch all wool cheviot suiting—choice at 75c.

75c 36-inch pure mohair lenton cloth, 3 off, 39c.

75c 46-inch all wool crepe de chine, Monday, 39c.

Easter offering. **new mohairs and sicilians.**

AN extraordinary sale of these new dress fabrics. $25,000 stock of rich silky mohairs and sicilians at special price concessions. New effects and colorings in popular mohairs, melange mohairs, extra width quadrille sicilians, embroidered and jacquard mohairs and mohair sicilians, pongee sicilians—new blue, green, blue mohairs and gun metal, castor, gray and national sicilians. For tailor made frocks and costumes, fancy wraps, etc. Also the largest assortment of plain and fancy cream mohairs and sicilians in Chicago—60c to $2.50.

Third floor, north aisle.

50c

45-inch sicilians, all colors, 39c.

Black and white checked mohairs, 50c.

Novelty panama mohairs, 68c.

46-in. imported cream fancy mohairs, 75c.

Easter offering. **in white goods.**

WHITE goods for confirmation—47-inch mercerized Persian lawns and soft finished muslin—for confirmation dresses—fifty pieces to be bought at about half—60c.

Third floor, north aisle.

40c

50c for our $1 hand embroidered swissings.

25c for fancy mercerized and figured swissings.

1 3c for regular 19c sheer 40-inch batiste lawns.

Easter offering. **white waists, $2.75**

THE white waist has lost none of its popularity—its daintiness and freshness—besides the makers have evoked many little style touches that increase its loveliness. New designs are arriving constantly. For Monday we offer a charming effect in white lawn, with extremely tasteful in front, back, yoke, collar and cuffs—one illustration. $2.75 waists, $3.75.

Third floor, center aisle.

$2.75

New satin finished mercerized batiste waists worn — broad satin bows front with small plain $3.50 forming yoke—regular $5.00 values—

China silk waists—lace insertions front and back—$7.48

Crepe de chine and pongee de cygne waists, $7.50 novelty flannel, all silk lined, $10 values—

Golf sweaters for early golf, all colors—$3.75

Easter offering. **muslin underwear.**

DAINTY undermuslins. A great purchase of 1,000 dozen women's fine nainsook and cambric gowns, in the popular Empire, chemise, trimmer, Du Barry, bishop, slip over and bertha effects—trimmed with dainty embroidery, tucks, hemstitching, lace and fine ribbon, silk over gowns—three lots—75c, $1 and $1.95.

Third floor, center aisle.

$1

Ladies' fine corset covers, in cambric, nainsook, trimmed with lace, ribbon, tucks, ruffles, &c. Choice lace trim, embroidery petticoats, special, $2.98

Easter offering. **Brass bed, $18.75 special.**

THIS bed has massive posts, heavy filling, new construction, full size, heavy full height rods, best English lacquer—in white that will not turn yellow—a bed to pay any one contemplating the purchase of a brass bed—at $18.75.

Ground floor, Wabash.

$18.75

Easter offering. **sample hosiery, 25c**

MANY of the 75c and 65c sorts—the cheapest 25c. They're traveling men's samples — mercerized silk, 25c lisle thread, and cotton, in plain lace openwork and ribbed effects black, tans, fancy effects, silk embroidered stripes, polka dots, add all the novelties—Monday, per pair, 25c.

Front floor, center aisle.

25c

Easter offering. **sale of tumblers.**

ALL first quality selected wares at about half regular cost.

20c for set of 6 thin hand blown table tumblers.

Fourth floor, north aisle.

25c for set of 6 full-size thin blown tumblers

35c for set of 6 thin blown tumblers with embossed engraved figures.

English porcelain jugs, new barrel shape, "northern country" decoration—7-in., 39c and 49c. Fine crystal footed sherbet glasses, set of 6 for 47c.

Easter offering. **Perrin's kid gloves, $1.50.**

IT'S only during these semi-annual events that Perrin's gloves are ever sold at a reduced price. At these times the makers, by agreement, co-operate with us on making down prices so that the best gloves in the world can be had for a fourth less than regular prices, and Perrin's gloves, the prize winners of the Paris exposition, are at your disposal in complete assortments of shades, dressed and undressed kids included—at the reduced price, $1.50.

Second-balcony aisle.

$1.50

Front floor, center aisle.

$1.50

Worthebiser's Carlton real kid gloves. Paris point embroidered backs in all the most desirable colorings. Women's regular $2.00 glove Eagle's lace, very good quality and regular $1.50 values at $1.

Women's real suede gloves, pongee sewn, Paris point backs, $1.50 and $1.

Easter offering. **new laces at half.**

A NEW YORK importer's entire balance on hand, $15,000 worth, secured 42 ball real values. The consequence will please them almost of anything ever sold for the money. Phases and 5c. Gulf lace galloons, elegant Venese and appliqué lace galloons, Irish point, point de gene lace galloons, rich effects in new flowers, fruit, wheels, block, and serpentine designs—all new and late importations—lace worth $2.45 at $1.48, $1.50 laces at 75c, 50c laces at 48c, 75c laces at 25c.

Front floor, main aisle.

25c

Real antique and Cluny lace and galloons, 25c, 49c, 75c, $1.48 linen point and Venese lace galloons—worth $1.48.

Easter offering. **of silk petticoats.**

FINE quality silk petticoats, the kind considered good enough for the most light weaves spring materials. They have fancy accordion pleat flounces, with graduated ruffle—

Third floor, north aisle.

$4.98

Fifth patterns, elaborately trimmed, $3.5 values, $2.75.

Easter offering. **embroidered robes.**

IN the main floor foreign wash goods section—a special hundred beautiful robe patterns, in either single or double-breasted style—narrow collar and lapel, hand-tucked, concave shoulders. Stately handtailored throughout. Our own special production, $16.50.

Main floor, center aisle.

$16.50

Men's "new" trousers—cheviot, cheviot and worsted cords, in all the very newest "tailor" effects. Full size hand hand-tailored—$3.98 values—$3.50 to measure—in sizes 28 to 42 inch waist—new $3.98 special value—$3.50 to $5.

$3.98

Boys' suits.

Norfolk, double breasted, knee pants, imported black and blue cheviots and serges and fancy cassimeres and worsteds, all new, tailored and handsomer tailored, regular $7.50 values—in sizes 3 to 16 years—$5 special—

$5

Young men's "smart" clothing—rough cheviots and herringbone—also finished and unfinished worsteds, in the new shades and many new weaves—$15 values—$10 to measure—

$10

Easter offering. **Orchid corsets, $5.**

THE Orchid is one of our exclusive styles which we take great pleasure in recommending, and no corset in regular stock at this price has so many of the ultra modish points — imported coutil, whalebone filled, adjustable attachments front and side—medium low bust, extreme long hips—finished with lace and ribbon, white only—our special price, $5.

Third floor, north aisle.

$5

Easter offering. **Easter offering..suits and coats.**

PARIS in Chicago comes near the literal truth. Every visitor in our cloak rooms is liberal in her praise of our showing of spring styles. Every woman wants to look her best at Easter—an easy matter if she chooses from our assortments. The low prices are the wonder of all—notably of those who study the elaborate suit which we are opening at $21.75. A beautiful dress suit, made with large pointed cape, neatly trimmed with taffeta bands and braid—

$21.75

also plain effects of front and back—new peach sleeves, jacket silk lined, skirt trimmed with braid and medallions, unlined, Monday at $21.75.

A natty suit, collarless, semi effect, material of fancy mixed cheviot, new peach sleeves, peculiar back, jacket silk lined, gored skirt, trimmed at bottom, satined—

$16.75

Exquisite new voile dress suits, $50. Made after one of the best foreign models—finest quality voile, collarless, beautifully trimmed in taffeta —sixes suit over three quarter taffeta $50 silk—

New 25-inch covert coats, $18.75. All strictly man-tailored coats —material of fine covert, the newest shades and lengths — stripped and tailored with $18.75 lined price

Girls' suits.

Confirmation and party dresses for Easter—beautiful new dresses for women and children—many reserved—some the only one of a style—fifty new silk suits, tucked yokes, separable, and fine silk dresses for evening wear, designed for misses and children—all $16.75 dainty and chic creations—moderately priced—$29.75, $25.50 and

Misses' short suits, $15 and $25—no handsomer overall garments shown this season. You have a wide range for choice—our line $25 consists of all the latest materials—tape styles, collarless, neatly trimmed, long and short trains, tailored—$15 and $25.

Easter offering. **Easter offering in men's clothing.**

THE particular man favors S. & M.'s high-grade men's clothing because of the satisfaction in the fabrics, the custom-tailor expression and the high-grade workmanship. Among the suits attracting the attention of the up-to-date dresser is our special hand-tailored suit at $18.50 —made of the very finest imported serge and fabrics and fancy worsteds, in the fashionable and unfinished fabrics.

English homespuns and rough cheviots, selected exclusive patterns—cut on our $16 special" pants, in either single or double-breasted style—narrow collar and lapel, hand-padded concave shoulders. Stately handtailored throughout. Our own special production, $16.50.

Men's "new" trousers—cheviot, cheviot and worsted cords, in all the very newest "tailor" effects. Full size hand hand-tailored—$3.98 values—$3.50 to measure—in sizes 28 to 42 inch waist—new $3.98 special value—$3.50 to $5.

$3.98

Boys' suits.

Norfolk, double breasted, knee pants, imported black and blue cheviots and serges and fancy cassimeres and worsteds, all new, tailored and handsomer tailored, regular $7.50 values—in sizes 3 to 16 years—$5 special—

$5

Young men's "smart" clothing—rough cheviots and herringbone—also finished and unfinished worsteds, in the new shades and many new weaves—$15 values—$10 to measure—

$10

Easter offering. **Brass bed, $18.75 special.**

THIS bed has massive posts, heavy filling, new construction, full size, heavy full height rods, best English lacquer—in white that will not turn yellow—a bed to pay any one contemplating the purchase of a brass bed—at $18.75.

Ground floor, Wabash.

$18.75

Easter offering. **sample hosiery, 25c**

MANY of the 75c and 65c sorts—the cheapest 25c. They're traveling men's samples — mercerized silk, 25c lisle thread, and cotton, in plain lace openwork and ribbed effects black, tans, fancy effects, silk embroidered stripes, polka dots, add all the novelties—Monday, per pair, 25c.

Front floor, center aisle.

25c

Easter offering. **sale of tumblers.**

ALL first quality selected wares at about half regular cost.

20c for set of 6 thin hand blown table tumblers.

Fourth floor, north aisle.

25c for set of 6 full-size thin blown tumblers

35c for set of 6 thin blown tumblers with embossed engraved figures.

English porcelain jugs, new barrel shape, "northern country" decoration—7-in., 39c and 49c. Fine crystal footed sherbet glasses, set of 6 for 47c.

Easter offering. **Spring sale of carpets and rugs.**

IF there's anything that the housewife wants to be absolutely sure about it's the quality of the floor coverings. We aim to obviate the possibility of defects by patronizing only the foremost manufacturers, makers whose guarantee protects us. We protect our customers.

Second floor, Wabash.

Brussels rugs—immense variety newest designs and colorings, $10 9x12, 8x12, 8x10½, 8x10—

Electra Axminster rugs—oriental designs and other effects, very heavy pile, 9x12, $15 8x12, 8x10½ to $12.50; 6x9—

Kashmir rugs, reversible, Brussels designs and colorings, $5.75 Scotswool high class and very durable, 7x10½, $8.50; 9x12, $11; 6x9, 9x12 wool ingrain carpets, special, 50c. Hemp carpets, special at 25c. Velvet carpets, special at 79c.

Bundahar and Savalan Wilton rugs—the highest grade rug manufactured both in loom and design. We are showing many exclusive styles —6.9x7.6, $175; 8x10 $220, 9x12, $250; 9.3x10.6 $295; 11.3x12, $325; 10.6x13.6 $345; 10.6x14—

Kashmir Axminster rugs, 9x12, $55 10.6x13.6 $75; 10.6x14—

Hartford axminsters, special, $21. Three and one-half yard wide, 75c, 85c and 95c. Linoleum, 3 and 4 yards wide, 45c.

Easter offering. **Spring sale of Oriental rugs.**

TO own an Oriental rug is the longing of every woman who likes artistic things. High prices used to be the obstacle which prevented many from owning genuine Oriental rugs—but we've changed that. We seek the best, take advantage of the mass chance, and sell on a close margin of profit. 25 Khiva rugs same from 9x6 to 7x11 for $42.50. These are $42 actual wool from 60 knots to the inch.

Second floor, Wabash.

Cashmere rugs, extra about 8x5, actual values are enlarged to 8x5 to 9x6—for $35 $35.

Splendid Persian rugs, for small rooms—real antiques, $65.

Two great purchases of high grade curtains at ⅓ off.

FULLY ⅓ less than usual prices. The second shipment of the English corded point Arabe, Scotch guipure and madras net curtains has arrived and will go on sale tomorrow. There are many additional patterns in this shipment. All are to be sold at wonderfully low prices. Come prepared to buy, for the values are convincing. Second floor, Wabash.

$2 French point Arabe, cable net, pr. $1.39 Corded point Arabe, cable net, pr. $1.89 Madras and bar net curtains, pr. $1.69 English net curtains, Battenburg, pr. $1.89

The New York importer's surplus stock Brussels, renaissance and thread Arabian curtains, ⅓ off—that purchases of which we told you a few days ago. They are surely a wonderful lot. We believe them to be positively the best values in Chicago.

$17.50 curtains, prices per pair, $11.66 $20 curtains, per pair, $13.32

Portieres, $10 handsome bordered portieres, all colors—price per pair, $6.

Upholstery tapestries, $5 Oriental tapestry couch covers, choice Monday each $3.32

specials. $5 Gobelin tapestries, 1 to 6 yard lengths—price per yard, 69c

Tapestries, Oriental patterns, duchess tassels—per yard, 72c

Easter offering. **$2½ beaded girdles, $1¾**

NOTHING more ornamental for Easter or wear. Paris, London and New York—they come in gold, silver, white, and jeweled combination beads—for back chains or girdles—$1.50

Front floor, north aisle.

$1¾

20c pearl dust waist sets at half price, 25c.

50c startling dog head hat pins at half price, 25c.

$1 rubber gloves, 50c

GREAT purchase of Goodyear's rubber gloves, lined and unlined, black and tan colors—sizes 7 and 8, $1 with cuffs—tomorrow—special at 50c—for house and garden, 50c.

Front floor, north aisle.

50c

The Goodyear two-spool hammock syringes, 49c.

The solid wood hand hair brushes, Monday 49c.

Gibson plates, 50c

BEAUTIFULLY engraved and printed in black and white under glaze—equal to the best prints that Charles Dana Gibson ever produced.

Fourth floor, center aisle.

50c

A masterpiece in pottery from the historic factory of Coalport & Co., Burslem, England. A series of 24 different engravings, exact reproductions of the best popular of C. D. Gibson's drawings, taken from the series of "A Widow and her Friends" and "The Americans."

FIG. 12

A very artistic advertisement. The firm name might have been at bottom, and a suitable Easter headline set in its place. Note harmony of outline cuts with open scheme of display, location sign in each panel, and strengthening of rug panel in comparison with the one opposite by using a rug cut

display will stand out from the rest. Large or doubled-leaded type in the body of the panel, as in Fig. 10, will make the panel more prominent than others set in smaller type. An extra-wide margin on the inside of a panel, as in Fig. 11, will give it special prominence. A good illustration will make a small panel more striking. Compare the two rug panels in Fig. 12, and note the prominence of the one containing the illustration over the all-type panel beside it.

6. When Panels Should Not be Used.—In a small advertisement, the use of too many panels will produce a patched and crowded effect. Panel arrangements should not be used if there is a large amount of copy to go into a comparatively small space. In such a case, white space can be used to better advantage to separate the items and to strengthen the display lines. If the various portions of the text are closely connected in meaning, it is often inadvisable to use panels, as paneling may break the continuity of ideas.

UNDERSCORE RULES

7. Underscore rules, as the name implies, are rules that are placed underneath words or lines, as shown in Fig. 13. These rules are usually employed to give emphasis, but in some cases, particularly in displays, they are used to strengthen the type. Suppose, for instance, that there is not enough space to use a large size of a certain font of type for a certain display line. Then, to make the display look stronger, the largest size possible could be used and the type underscored with, for example, a 3-point rule. This is an artifice that should be used only when no other means will give the desired strength of color, for while underscoring gives a greater contrast, it usually detracts somewhat from the legibility. Especially is this true where several consecutive lines of display are underscored.

In exceptional cases, a word or a phrase in the body of an advertisement may be underscored for emphasis. Where underscore rules are used too freely in body matter, a

Here's the Opportunity Are You the Man?

If an employer should say, "I want a man for an important position," would you be the right man?

Opportunities like that are coming constantly to men trained by the **International Correspondence Schools,** an institution that qualifies men to take advantage of every opening; to command high salaries; to succeed in the best positions.

Employers prefer I. C. S. students because of their training, and are daily applying to the Students' Aid Department of the I. C. S. for men to fill positions of responsibility.

Doesn't it shake you up when you see another fellow pushed ahead—because he is trained—and yourself plodding along in the same poor job at the same low wages?

During March, 403 students voluntarily reported an increase in salary and position as the direct result of I. C. S. training.

Why don't you get in line for a good position? It's the business of the I. C. S. to help you. No matter who you are, what you do, or how little you earn, the I. C. S. comes to you *right where you are,* at your present work, in your own home, and qualifies you for the good things others will grasp if you don't wake up.

The first step is to mark and mail the coupon. It costs nothing but a stamp and will bring you information and help that will eventually be worth thousands of dollars.

International Correspondence Schools
Box 1198, SCRANTON, PA.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position before which I have marked X

Bookkeeper	Mechan'l Draftsman
Stenographer	Telephone Eng'eer
Advertisement Writer	Elec. Lighting Supt.
Show Card Writer	Mechan. Engineer
Window Trimmer	Surveyor
Commercial Law	Stationary Engineer
Illustrator	Civil Engineer
Civil Service	Build'g Contractor
Chemist	Architect
Textile Mill Supt.	Architect'l Draftsman
Electrician	Structural Engineer
Elec. Engineer	Bridge Engineer
	Mining Engineer

Name_____

Street and No._____

City_____ State_____

FIG. 13

An advertisement showing underscore in the heading and in the body matter; also coupon with list, and lined border connected with cut. The main display is in Cheltenham Bold Italic

spotted effect is produced, and the eye glances from one underscored word to the next, missing the continuity of ideas so necessary to a proper understanding of the advertisement. The best plan with body type is to cut down the

THE SCRANTON TRUST COMPANY,
516 SPRUCE STREET.

OFFERS TO ITS CLIENTELE
AN OPPORTUNITY TO PURCHASE
HIGH GRADE WATER WORKS BONDS
AT A PRICE TO YIELD
5%
THESE BONDS CARRY THE UNCONDITIONAL GUARANTEE OF THE
AMERICAN WATER WORKS COMPANY.
AND ARE LOOKED UPON BY CONSERVATIVE INVESTORS AS SAFE AND DESIRABLE.
ASK FOR OUR BOOKLET ON
WATERWORKSBONDS

FIG. 14

An advertisement set entirely in capitals and very hard to read. The display is extremely weak, affording no contrast. Compare with reset advertisement shown in Fig. 15

amount of matter so that a larger size of type can be used to secure the necessary strength.

It should be remembered that type set solid cannot be underscored; it is necessary to have space between the lines for the insertion of the underscore rule.

CAPITALS, ITALICS, AND BOLD FACE

8. **Capitals** should be used sparingly in both display and body matter. Copy set entirely in capitals is harder to read than that set in capital and lower-case letters. Fig. 14 shows a display advertisement set in all capitals. A glance shows that the advertisement is very weak; it is hard to read,

lacks character—through absence of contrast—and is displeasing to the eye. Fig. 15 shows the same copy displayed in a conservative way in the same space, while Fig. 16 shows how the copy could be rewritten and displayed in a more popular style. Note that Fig. 16 occupies less space than the other two exhibits.

9. Body matter should never be set entirely in capitals. When it is desired to emphasize any particular word, capitals

THE SCRANTON TRUST COMPANY
516 Spruce Street

offers to its clientele an
opportunity to purchase

High-Grade Water-Works Bonds

AT A PRICE
TO YIELD **5%**

These bonds carry the unconditional guarantee of the American Water Works Co. and are looked upon by conservative investors as safe and desirable. Ask for our booklet on Water Works Bonds.

FIG. 15

A resetting of the advertisement shown in Fig. 14. Note the added strength secured by contrast, the use of lower-case letters instead of capitals, and the generous use of white space. The name of the article will now attract attention, as it is distinctly stronger than anything else in the advertisement

may be used with good effect because of their contrast with surrounding lower-case letters. Capitals are useful when it is desired to contrast portions of the same display line. They are also used to make a short display line occupy more space; to produce a blacker effect, in order to balance another display line; and to give strength, particularly in the case of a short display line. Capitals may sometimes be

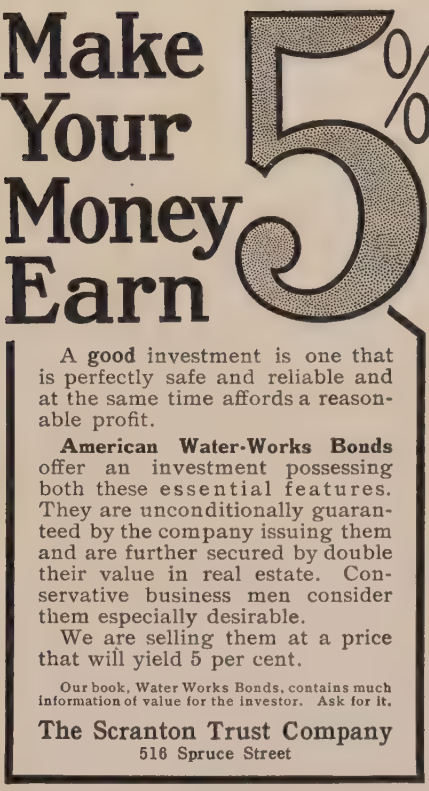

Make Your Money Earn 5%
A good investment is one that is perfectly safe and reliable and at the same time affords a reasonable profit.
American Water-Works Bonds offer an investment possessing both these essential features. They are unconditionally guaranteed by the company issuing them and are further secured by double their value in real estate. Conservative business men consider them especially desirable.
We are selling them at a price that will yield 5 per cent.
Our book, Water Works Bonds, contains much information of value for the investor. Ask for it.
The Scranton Trust Company
516 Spruce Street

FIG. 16

An example of how the copy of the advertisement shown in Fig. 14 could be rewritten and displayed in a more popular style in less than the original space

used to advantage for a line in which maximum readableness is not an object, such as a well-known signature or the name of a product.

10. Italics.—Some Italic display letters are very readable, and may be used advantageously for either a 1-line or a 2-line head or subhead, as a contrast to other displays in the upright Roman face. An excess of Italic display lines will weaken an advertisement. Fig. 17 shows a half-page, trade-paper advertisement in which the main display is set in six lines of Post Italic. Compare this example with the advertisement as reset in Fig. 18, and see how much better the display is when some of the lines are set in Roman letters. The advertisement shown in Fig. 17 has another glaring weakness. There was no necessity of strongly displaying the top line, "Druggists," as the advertisement appeared in a publication devoted exclusively to druggists. The mass of large Italic type caused by this unnecessary display weakens the whole advertisement. Fig. 13 shows a judicious use of Italic display.

11. Italic letters are sometimes used to emphasize one or two words in a line, the remainder of which is set in Roman. Note the emphasis that the Italic gives to the word "you" in the following line:

What Are *You* Going to Do About It?

In body matter, Italic is used chiefly for emphasis, or for the name of a newspaper, book, foreign phrase, etc. An excessive use of Italic in body matter should be avoided. Well-written copy, except in rare instances, does not require Italic for emphasis. While one phrase in Italic is strong, an advertisement with a half-dozen single words or phrases in Italic scattered throughout would be weakened, as one would detract from the other.

12. Bold Face.—If particularly strong emphasis is necessary in body matter, especially in mail-order advertisements where space is very valuable, **bold-face type** of the same size as the body type may be used to emphasize a word

Druggists,

Write Today, We Want to Tell You How to Get One of Our

Electric Flashing

Chipped Silver

Plate Glass Signs.

The handsomest Drug Store Sign out. It gives a **Red Flash Every Six Seconds** which can be seen for blocks, it will pull the customers into your store. Our sign will give your store an up-to-date-ness that will be appreciated by every person in your town—**excepting your competitors.**

The Chipped Silver makes this sign the best for day light, while the flashes at night compel the attention of every person on your street.

You are not required to buy many goods, and what you do buy, can by the aid of the Sign and our advertising campaign, be sold out before the bill is due. **Let us show you.**

THE A. H. LEWIS MEDICINE CO., St. Louis, Mo.

FIG. 17

A very poorly displayed advertisement, with Post Italic used for main display lines. Post Italic is a good letter, but the use of it in six consecutive lines makes a display that is hard to read. The spacing out of two of the lines and the use of underscores make the display still harder to read. The space taken up by two cuts exactly alike could be used to better advantage in strengthening the display. See resetting in Fig. 18

DRUGGISTS: Write today. We Want To Tell You How To Get One of Our

Electric Flashing
Chipped Silver
Plate Glass Signs

The handsomest Drug Store Sign out. It gives a **Red Flash Every Six Seconds,** which can be seen for blocks. It will pull the customers into your store. Our sign will give your store an up-to-dateness that will be appreciated by every person in your town—except your competitors.

The Chipped Silver makes this the best sign for daylight, while the flashes at night compel the attention of every person on your street.

You are not required to buy many goods, and what you do buy, can by the aid of the sign and our advertising campaign, be sold out before the bill is due. Let us show you.

The A. H. Lewis Medicine Co., St. Louis, Mo.

FIG. 18

A resetting of the advertisement shown in Fig. 17. Note that one of the cuts has been omitted and that the display has been simplified. The salutatory sentence at the top has been reduced to its proper strength. The top line here is in Post Italic but the other display lines have been changed to Post and Blanchard Condensed, thus giving a pleasing contrast. The superfluous punctuation at the ends of display lines in Fig. 17 has been omitted. The advertisement is now very much stronger and far easier to read. Compare carefully with Fig. 17 and note changes. The copy is used here just as it was in the original advertisement, though it is not particularly good

or a sentence. Bold-face type should not be used in paragraph matter if the necessary strength can be obtained in any other way, as type of this character "spots" the body matter and thus destroys its neatness and easy-reading qualities. Fig. 13 shows an effective use of bold-face type for the words "International Correspondence Schools." If bold face is used more than once or twice in the same advertisement, its effect is destroyed through a number of features receiving the same amount of emphasis and none having any particular distinction.

INITIALS AND PARAGRAPH MARKS

13. Initials are survivals of the hand-illuminated books and manuscripts of the days before printing. They are very frequently used in book and job work, and are occasionally used in advertisements with good results, especially in high-grade magazines and trade papers. An advertisement that contains much body type, for instance, or one that is set without a heading, as in Fig. 19, is improved by using an initial for the first word of the opening sentence. Initials not only increase the attractiveness of an advertisement, but also draw the eye to the proper starting point.

The character of an initial should be in harmony with the body matter and should be neither too light nor too dark. A heavy, black initial should never be used with light-faced type, as it will create a discordant, unbalanced appearance. Sometimes a large capital letter of the same series of type used for the displays in the advertisement can be effectively used. The remainder of the word in which the initial appears should be set in capitals of the type used for the body matter. See how "hundreds" is set in Fig. 19.

14. Paragraph Marks.—In old books, instead of indenting paragraphs, a **paragraph mark** was used to show where a subdivision of the text began. This idea has been revived within the last few years, particularly in work that is intended to be an imitation of old-style printing.

HUNDREDS of our customers have requested us to supply them artistic name plates for their books.

¶There is a decided revival of the sensible old custom of our forefathers, which was to paste one's bookplate on the inside front cover of each book as a mark of ownership, before placing it on the library shelves.

¶Indeed, the world over, the bookplate has ever been the adjunct of a choice private library, and a mark of booklove and refined taste.

¶We are now prepared to supply choice individual bookplates to our customers. Let us send sample prints.

THE MORRIS BOOK STORE
10 Penn Avenue

FIG. 19

An example of an advertisement without a heading. Also an example of the appropriate use of an initial and paragraph marks. Note the liberal band of white space all around the type. The type is 14-point Cheltenham. This advertisement has an antique appearance, which is in keeping with the article it advertises

These marks serve to indicate paragraphs, which may or may not be indented, and also tend to relieve the monotony of a solid mass of body type. They can be used appropri-

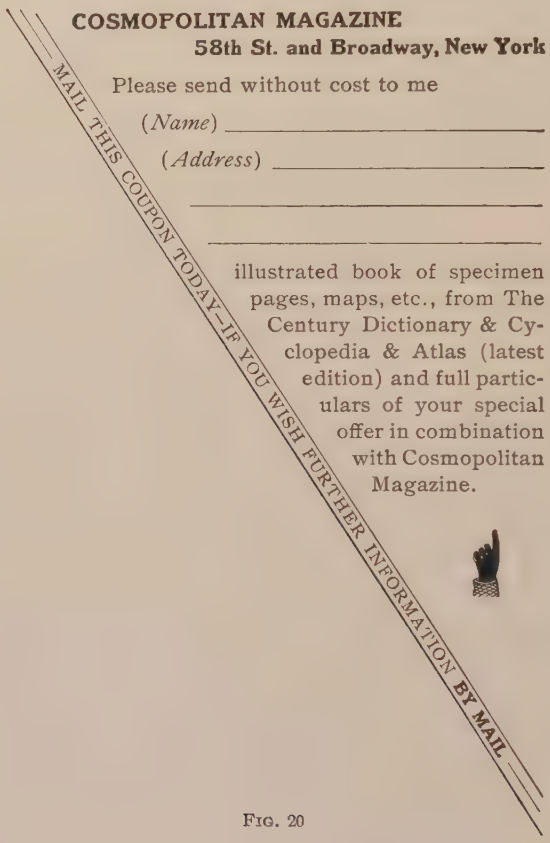

COSMOPOLITAN MAGAZINE
58th St. and Broadway, New York
Please send without cost to me
(Name) _____
(Address) _____
_____
_____
illustrated book of specimen pages, maps, etc., from The Century Dictionary & Cyclopedia & Atlas (latest edition) and full particulars of your special offer in combination with Cosmopolitan Magazine.
MAIL THIS COUPON TODAY—IF YOU WISH FURTHER INFORMATION BY MAIL

FIG. 20

ately in advertisements of colonial styles of goods, of dealers in old books, etc., or in any advertisement where this revival of the antique would harmonize with the tone of the advertising. See Fig. 19. When these paragraph marks are to be used, they should be placed on the layout. If they are only in the copy, the compositor may regard them merely as requests for new paragraphs.

COUPONS

15. **Coupons** are frequently used in mail-order advertisements, and sometimes in general and retail advertisements. They usually contain the name of the advertiser, a request for a catalog or information, and blank lines for the name and address of the reader. Coupons are set in different shapes and occupy many positions, but they are more often

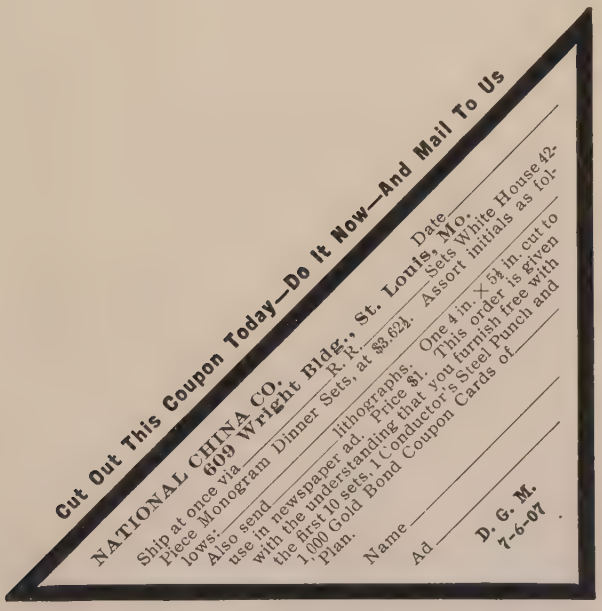

Cut Out This Coupon Today—Do It Now—And Mail To Us
NATIONAL CHINA CO.
609 Wright Bldg., St. Louis, Mo.
Date
Ship at once via R. R.
Piece Monogram Dinner Sets, at $3.621. Assort initials as follows:
Also send lithographs: Price $1. One 4 in. × 5¼ in. cut to
use in newspaper ad. This order is given
with the understanding that you furnish free with
the first 10 sets, 1 Conductor's Steel Punch and
1,000 Gold Bond Coupon Cards of
Plan.
Name
Ad
D. G. M.
7-6-07

FIG. 21

placed across the bottom or in a bottom corner of the advertisement. It is a common method to cut off a corner by using a triangular coupon similar to those shown in Figs. 20 and 21. The square or rectangular coupon (see Fig. 22) can extend across the entire width of the advertisement at the bottom or occupy merely a corner.

Sometimes lists of subjects are contained in a coupon. These subjects are usually arranged in columns, with space

for the reader to check off the subject in which he is interested, as shown in Fig. 13.

16. Coupons are seldom used in newspapers, the cheap paper making it difficult to write legibly. They are extensively used in magazines and mail-order papers, however. As space in such mediums is very valuable, the body of coupons is usually set in 5- or 6-point solid. Plenty of space should

MAIL THIS COUPON

PUBLIC OPINION, New York:

I accept your offer of the Irving's Works and Public Opinion for one year. I enclose 50 cents (in stamps, coin, or money-order) as first payment. If the books and magazine are satisfactory, I agree to pay $1 a month for five months. If not satisfactory, I shall return the books in ten days.

*Name*_____

*Street*_____

*City and State*_____

(If you desire to pay cash, send $5 with order as full payment.)

FIG. 22

be left to fill in the name and address on the coupon, as this information is what the advertiser particularly desires. To fulfil its mission properly, the coupon should be placed in a position where it can be easily torn out. A dotted line between the main part of the advertisement and the coupon suggests tearing, and thus creates a desire to tear out the coupon.

It is not safe to use in a magazine page a coupon larger than those shown in Figs. 20 and 21, as the postal officers are inclined to withdraw the second-class mailing privilege from publications that insert advertisements incorporating coupons that look like order blanks. In fact, Fig. 21 is rather large for a standard magazine page.

ADAPTATION OF DISPLAY PRINCIPLES

DISPLAYING SIMPLE AND COMPLICATED ADVERTISEMENTS

17. Displaying a Large, Simple Advertisement. A knowledge of the principles set forth in *Advertisement Display*, Part 1, is all that is required for the displaying of simple advertisements, no matter what the size may be. The specimen advertisements given are either small or of medium size, but the display plans they illustrate may be enlarged to any size likely to be met in practice, without destroying their effectiveness. When enlarging a display plan, it will not always be possible to preserve the exact relation of parts that would be used in a small advertisement, owing to limitations in sizes of types, borders, etc., but the general effect may be maintained.

18. Displaying a Large, Complicated Advertisement.—At first glance, the mere size of the space to be filled and the numerous sections to be planned make the displaying of a large, complicated advertisement seem difficult to the beginner, but all difficulty can be avoided if the following method is used: First, determine the general display effect desired. One or two reduced rough sketches may prove of assistance in getting ideas into definite form. Having settled on a display plan, make a full-sized layout of the general display elements, and thus form the skeleton of the display plan, as it were. Then fill in the small display elements, such as secondary displays, panels, etc., and finally indicate the body spaces.

This method of planning a layout will be made clearer by referring to Figs. 23 and 24. In Fig. 23 is shown a reduced layout of the general display elements of a 4-column, 12½-inch,

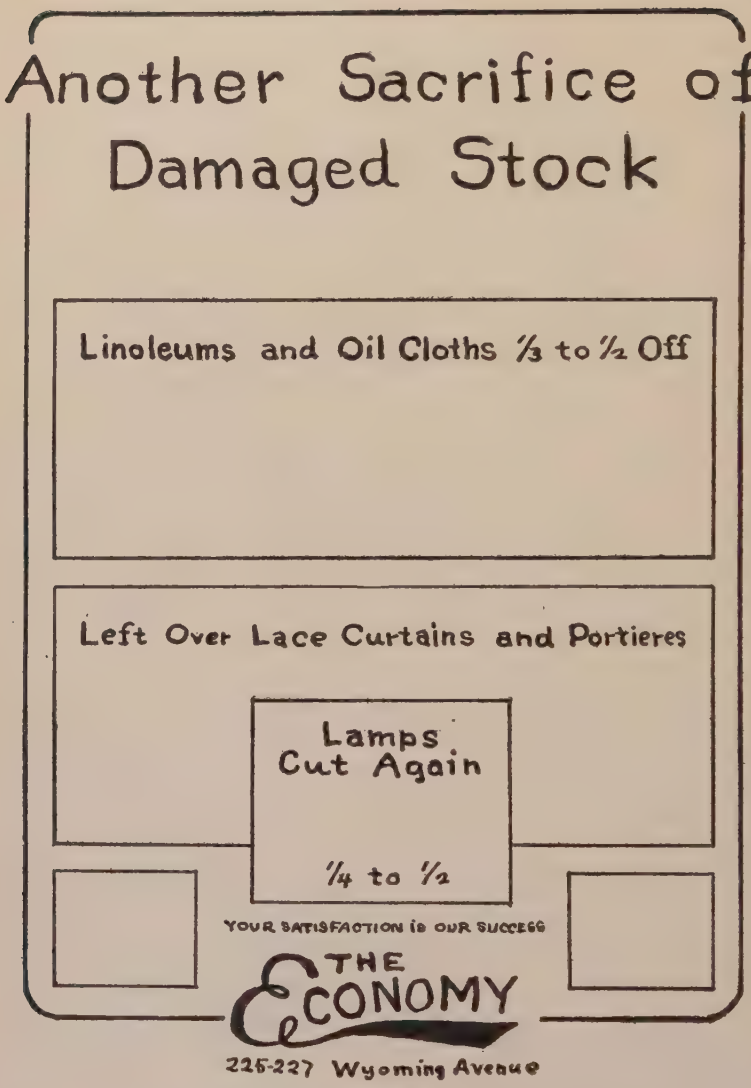


FIG. 23

A reduced layout with the general display elements indicated

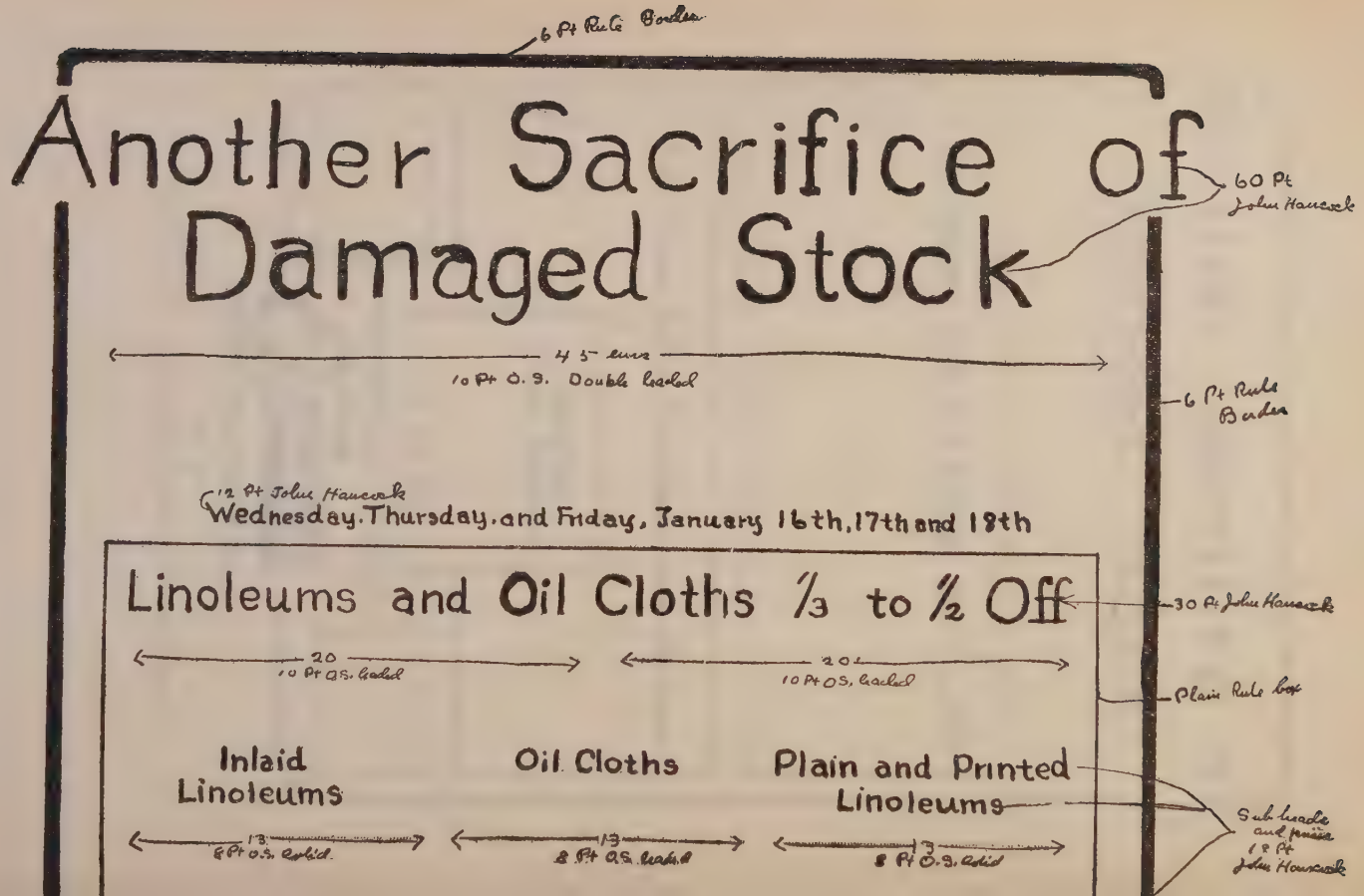

6 Pt Rule Border
Another Sacrifice of Damaged Stock
60 Pt John Hancock
4 3" lines
10 Pt O.S. Double leaded
6 Pt Rule Border
12 Pt John Hancock
Wednesday. Thursday. and Friday. January 16th, 17th and 18th
Linoleums and Oil Cloths ⅓ to ½ Off
30 Pt John Hancock
20
10 Pt O.S. Leaded
20
10 Pt O.S. Leaded
Plain Rule box
Inlaid Linoleums
Oil Cloths
Plain and Printed Linoleums
13
8 Pt O.S. Solid
13
8 Pt O.S. Leaded
3
8 Pt O.S. Solid
Sub heads and prices 18 Pt John Hancock

FIG. 24

A reduced layout with the details of display indicated.

house-furnishing advertisement, and Fig. 24 shows the same layout, not so much reduced, with the display elements and body spaces indicated. Of course, in practice, these steps would be made on the same layout sheet, but for the sake of clearness, they are illustrated separately here. A reproduction of the printed advertisement is shown in Fig. 2.

19. Importance of General Display Principles. When making a large layout, the general display principles should always be kept in mind. One section of the advertisement should not be allowed to overpower the others. Simply because the advertisement is large does not mean that a mass of heavy display type should be run across the top and thus make the advertisement look like a circus poster. Two, or at the most, three, lines of large type make a heading heavy enough for a full-page newspaper advertisement—the largest advertisement usually handled.

It is not well to crowd one portion of the advertisement and to spread a small amount of matter over another portion. Care should be taken to adjust each part of the display plan so that it will balance and be in harmony with the rest.

Strive for simple, strong effects. An advertisement is likely to be spoiled by the use of a great many small panels, display lines, and cuts placed without any attempt at artistic arrangement. An attractive, general display effect is a long first step toward securing the interest of the prospective purchaser.

The judicious use of white space is of great importance. Naturally, in an advertisement that must give representation to the fifty or more departments of a large store and advertise hundreds of articles, it will be impossible to use white space as freely as in a simple advertisement. However, by leaving a reasonable amount of white space inside the panel rules, around the display lines, and between the adjoining panels, an open, readable appearance will be secured.

APPROPRIATENESS OF DISPLAY

20. Influence of Article on Display.—The display of an advertisement should be considered with regard to its appropriateness for the article advertised. The ad-writer, so far as possible, should study each article he writes about, with a view to making the advertisement harmonize with it. It is impossible to lay down any fixed rules, but the following suggestions will prove helpful:

1. When advertising articles of an artistic, elegant, or refined character, light, open, artistic display plans are appropriate. Such effects may be produced by employing light-faced types and borders and plenty of white space. Jewelry and cut glass, stationery, books, musical instruments, millinery, etc. should be presented by display plans of this sort.

2. Articles of a more utilitarian and commonplace character, such as clothing, dry goods, furniture, etc., unless laying claim to special artistic merit, require less of beauty and more of strength. Medium-faced types and borders and strong, rather than merely artistic, display plans are appropriate for this class of goods.

3. Hardware, tools, machinery, and similar articles of a heavy and plain nature, should be advertised with bold, strong effects.

4. Advertisements of banks and other financial institutions should be given plain, dignified, well-balanced display that will at the same time carry the idea of strength and conservatism.

21. It should be remembered that a type or a display effect may be at once bold and artistic, and hence appropriate for two dissimilar articles. For example, Post Old Style is a heavy type, but as it possesses considerable beauty it would be appropriate for hardware as well as for more esthetic goods, such as books or pianos.

The more highly educated the readers, the more refined will be their tastes. School teachers, college professors, and other cultured persons might consider glaring and in

very poor taste an advertisement that, because of its large headlines and black border, would appeal strongly to persons with less refined tastes. On the contrary, the quiet, artistic advertisement that would meet with the approval of cultured persons would likely have little effect on persons that are uncultured.

22. Influence of "Event" on Display.—The character of the event announced in the advertisement should also be considered. If an Easter sale is to be advertised, the advertisement should be made as artistic and attractive as possible. The announcement of a store opening, being more or less in the nature of a social event, should be artistically displayed, but with a quiet, dignified touch, conveying the impression of formality—the reader on an occasion like this to be a guest, not a customer. In fact, the type and arrangement of society announcements is often copied in advertisements of this nature.

On the other hand, if a January clearance sale or some other cut-price event, crowded with a multitude of price reductions, is to be advertised, much less attention need be paid to attractiveness. The price reductions will cause the advertisement to be read carefully even if it consists largely of lists of items in small type and with little white space.

Sensational announcements, such as unusual bankrupt or fire-sales, and cut-price advertisements admit of somewhat extraordinary display treatment—bold headlines and striking display effects. In such cases, however, extremely glaring effects should be guarded against, because of their cheapening tendency.

23. Influence of Season on Display.—The season of the year also has a bearing on the display of an advertisement. Christmas advertisements, for instance, may be made suggestive of good cheer by the use of attractive display types, holly borders, etc.

DISPLAY AND THE MEDIUM

24. Influence of Medium on Display.—When preparing an advertisement, the ad-writer should keep in mind all points connected with the medium that may affect display. If the medium is a newspaper, a mail-order monthly, or some other publication in which cheap ink and inferior paper are used and little attention is given to the presswork, the contrast between the background of the page and the type matter will not be so marked as in a high-grade magazine or a trade paper in which superior ink and white paper having a smooth finish is used and extreme care is given to the

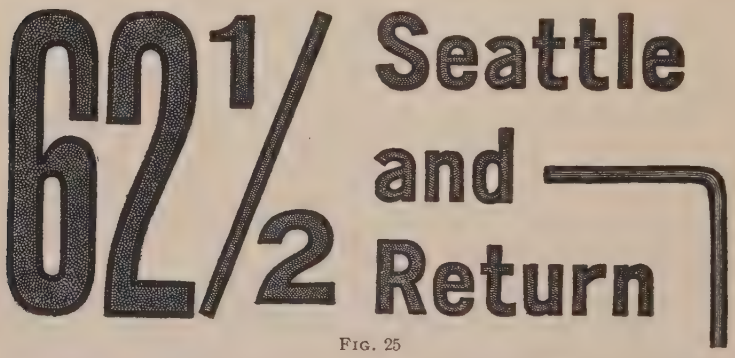


FIG. 25

Part of a magazine advertisement, showing how some publishers stipple and line heavy types and borders to make them print lighter

presswork. It is thus evident that bolder display effects will be needed in the former to attract the same amount of attention, unless, of course, plenty of white space is used.

Much better-looking advertisements can be obtained in high-grade magazines than in any other class of publications. Excellent effects can be produced in such mediums by the use of light display types, parallel rules, and light, ornamental borders. In fact, many publications refuse to print advertisements that are black. In such cases, the heavy type and border are stippled or lined, as shown in Fig. 25, by means of an engraver's tool, so that they will print lighter.

25. Individuality in Display Plans.—The general typographical appearance and display plans of the mediums should be studied with a view to originating something different—a design that will have prominence because of its contrast with the general run of advertisements. If most of the advertisements are very black, that is, set up with heavy rule borders and types, strive for a light effect, using either light-face, ornamental or parallel-rule borders, plenty of white space, and medium-weight type faces. If most of the advertisements have narrow margins, an advertisement with a broad band of white space inside the border will stand out well. If panel effects are rare, a strong panel arrangement may be used to good advantage.

INFLUENCE OF AMOUNT OF COPY ON DISPLAY

26. In the displaying of advertisements, two extreme cases are encountered, namely, a large amount of copy that must appear in a comparatively small space, and a small amount of copy that is to be used in a comparatively large space. In the first case may be included most of the advertisements appearing in mail-order and agricultural papers; and in the second, most of the general publicity or reminding advertisements. Other forms of advertising may also be included in these two classes, but mail-order and publicity advertisements should be considered as typical examples.

27. Displaying of Crowded Advertisements.—In a great many mail-order advertisements, an attempt is made to squeeze an illustration, a large heading and a subheading, a long description of the article, and an explanation of the method of marketing into a very small space. The usual result is a decidedly crowded, unattractive advertisement. In most cases, this difficulty can be overcome if correct display principles are adapted to the conditions of the advertisement.

In a crowded advertisement, the amount of white space is usually kept below ordinary limits, and narrow margins and

little or no leading prevail. However, there is rarely any need to cut out the white space entirely, as is done in many mail-order advertisements. A 6-point margin can be used in nearly any advertisement, and a small amount of white space can usually be left around displays.

The next concession to be made is with regard to the size of type for the body matter. Small type must be used for body matter. In some instances, the copy may be condensed, but even if this is possible, there will be too much, as a rule, to permit the use of any but small sizes of type. The 5- and 6-point sizes are commonly used. Gradation of the size of type for the body of the advertisement may be taken advantage of in many cases, leading the reader on to the small, closely set body matter by degrees.

28. Larger sizes and heavier faces of display type should be used in crowded advertisements than in ordinary advertisements. It is imperative that the main points of the advertisement stand out by strong contrast. The solid, gray effect of the small, closely set body type and the small amount of white space result in a contrast between black displays and dark-gray body matter, rather than a contrast of black and white or black and light gray. Hence, the type used for displays must be bold and heavy in cut, or it will not contrast well with the body matter. On the other hand, overdisplay should be guarded against by taking care not to use too many subheads nor to emphasize too many words in the body matter.

29. Gothic type is used almost entirely for displaying advertisements in mail-order publications, because it is very legible and may be obtained in many widths, from a very condensed style to medium and extended. If possible, however, some other strong, bold face that is not too extended should be used, as, for instance, John Hancock, John Hancock Condensed, Doric Italic, Quentell, Post Condensed, Roycroft, Schoeffer, Adver Condensed, Cheltenham Bold, and Cheltenham Bold Condensed. The faces of these types are much more artistic than Gothic and improve the appearance of the

advertisement, giving it a touch of individuality, yet making it just as strong and readable as Gothic.

30. In many advertisements of mail-order magazines, as in other cases, the price of the article is given too much prominence. The price should seldom be larger than the type used for the heading. As advertised mail-order prices are usually low or special, the price may appear in the heading, on the score of being one of the chief selling points. Many mail-order ad-writers make a practice of placing the price figures on the cut of the article offered for sale. This is usually a poor plan for several reasons. The figures mar the attractiveness of the cut; they frequently cover some of the important details, which the reader of the advertisement would naturally be interested in seeing; and, should it become necessary to change the price, a new cut will have to be made. While it is a good plan to have the price and the illustration near each other, so that their connection will be evident at a glance, better results are ordinarily secured by the use of type figures.

31. Borders are often omitted from mail-order advertisements, probably because the advertiser thinks the space they would occupy might be better devoted to type matter. But a carefully used rule border, up to 6 points in width, occupies little space, and at the same time separates the advertisement from surrounding advertisements and gives it more prominence because of contrast with those having no borders. In addition, a border makes the advertisement itself more attractive by giving it unity and form.

32. Revision of a Mail-Order Advertisement.—In order to make clear the points in the foregoing articles, relating to the displaying of crowded advertisements, the mail-order advertisement shown in Fig. 26 has been revised, with the result shown in Fig. 27.

The upper part of the original advertisement is a jumbled mass of display type. The price figures alone are prominent, and if it were not for the illustration, the reader, at a glance, would have no idea what the advertisement was about.

11 Cents a Week FOR ONE YEAR or 48 Cents a Month FOR 12 MONTHS

THAT'S OUR PRICE FOR THE WONDERFUL

MISSISSIPPI WASHING MACHINE

SIX MONTHS FREE TRIAL

5.75 IN ALL

With its **SPRING MOTIVE POWER AND ROLLER BEARING ROTARY ACTION**, it runs easier than any other washer made; a mere child can run it. Forces double the water through the clothes at double the velocity of any other washer and will do double the work in half the time. Will wash **cleaner, better and with less soap** than any other washer made. Won't wear or injure the finest lace, and will wash the heaviest blankets or carpets. No more wearing out clothes; this alone will save its cost in a few months. **Washing made EASY, QUICK, CLEAN AND ECONOMICAL.** Worth twice as much as any other machine advertised or sold at $10.00 to $15.00.

OUR OFFER.

Cut this ad. out and mail to us, or on a postal card, or in a letter say, "Send me your new **Washing Machine Offer,**" and you will receive by return mail, **FREE, the most wonderfully liberal washing machine offer** ever heard of. You will get a proposition never made by any other house. Don't buy any kind of a washing machine, at any price, on any kind of terms, **until after we mail you our great offer.** Write **TODAY** and get all we will send you by return mail, **FREE:**

SEARS, ROEBUCK & CO., Chicago, Ill.

FIG. 26

A very poorly displayed mail-order advertisement. Note how the heading is jumbled up, making it almost unreadable. White space has been omitted and the advertisement is crowded. Compare with the reset advertisement shown in Fig. 27

Mississippi Washing Machine

11 cents a week for one year
48 cents a month for 12 months, in all

5.75

With its Spring Motive Power and Roller Bearing Rotary Action, it runs easier than any other washer made; a mere child can run it. Forces double the water through the clothes at double the velocity of any other washer and will do double the work in half the time. Will wash cleaner, better, and with less soap than any other washer made. Won't wear or injure the finest lace, and will wash the heaviest blankets or carpets. No more wearing out clothes; this alone will save its cost in a few months. Washing made easy, quick, clean, and economical. Worth twice as much as any other machine advertised or sold at $10.00 to $15.00.

Six Months' Free Trial OUR OFFER.—Cut this ad out and mail to us, or on a postal card, or in a letter say, "Send me your new Washing Machine Offer," and you will receive by return mail, FREE, the most wonderfully liberal washing machine offer ever heard of. You will get a proposition never made by any other house. Don't buy any kind of a washing machine, at any price, on any kind of terms, until after we Mail you our Great Offer. Write TODAY and get all we will send you by return mail, FREE. **Sears, Roebuck & Co., Chicago, Ill.**

FIG. 27

A resetting of the advertisement shown in Fig. 26. The name of the article now occupies a prominent position, and the advertisement is displayed so as to make the matter easily understood. The addition of a border greatly improves the appearance, and separates the advertisement from others of like character in mail-order publications

Even with the cut, it is almost a puzzle to find what the different figures mean.

In the revised advertisement, the name of the article is given due prominence and the mass of display type is cut down to just enough words to convey the main idea. The display type is kept as much as possible away from the illustration, which is raised to a more prominent position. The price figures are reduced to a reasonable size, leaving the total price near the illustration as in the original advertisement.

In the original, four styles of type—some of them very inharmonious—are used. In the revised advertisement, several different faces of Gothic are used, thus obtaining harmony and uniformity. In order to relieve the congestion at the top of the advertisement, the line "Six Months' Free Trial" is lowered to the position formerly occupied by "Our Offer." Here, this line is more prominent and is nearer the explanatory matter.

The 6-point double rule between the display type and the body matter is replaced in the reset advertisment by a 2-point, plain rule (reduced in the reproduction here), which is extended around the body matter to the bottom of the cut. This arrangement gives cohesion to the advertisement and separates it from the matter at the side and below. More space is devoted to body matter in the revised advertisement than in the original, yet a 4-point margin appears inside the border.

33. Small Amount of Copy in Large Space.—When a small amount of copy is to be displayed in a comparatively large space, the tendency of some ad-writers is to spread the matter in an effort to make it cover all the space. Invariably, the result is a weak, scattered-looking advertisement. If the first principles of display—contrast and concentration—are kept in mind, it will be an easy matter to produce a strong, effective display plan.

Instead of scattering the type over the space, it should be concentrated in display and body *masses*. Instead of placing a line of body matter here and a line there, group them all into

one or two masses that will contrast strongly with the white background. Concentrate the white into wide margins and have liberal spaces between the displays and body type. A comparison of Figs. 28 and 29 will show clearly the result of displaying advertisements of this kind in the manner just described.

WHEN IN PITTSTON VISIT
AMERICA'S CLEANEST BAKERY
JUST OUT
You'll certainly find this just the thing
Creso Cracker Meal
For oyster frying, veal cutlets and the like. Your favorite soda cracker pulverized by machinery for your convenience.
10c a Package.
ASK YOUR GROCER.
HITCHNER BISCUIT COMPANY.

FIG. 28

A poorly displayed advertisement, having the body matter and display scattered over the space instead of being concentrated into masses to produce contrast and connection between sections of copy. See reset example in Fig. 29

34. Display Advertisements Without Body Matter. Very often it is necessary to use an advertisement that has little or no body matter. In such a case, the advertisement should be designed so as to give clearness and strength to all the elements contained in the copy. The general rules

of display govern this as well as all other classes of advertisements, and care should be exercised to avoid crowding and the use of too large type for the secondary copy.

In Fig. 30 is shown an excellent example of a high-class, half-page, trade-magazine advertisement set in this style.

When in Pittston Visit
America's Cleanest Bakery

Creso
Cracker Meal

Just out. You'll certainly find this just the thing for oyster frying, veal cutlets and the like. Your favorite soda cracker pulverized by machinery for your convenience.

10c *a Package*

Ask your Grocer

Hitchner Biscuit Co.

FIG. 29

Resetting of the advertisement shown in Fig. 28. The display and body matter are set in masses, thus affording contrast and avoiding the scattered effect of the original advertisement

This advertisement contains a number of elements—the name of the article, the cut, the prices, the description, the name and address, and the note as to selling agents—yet, with all these elements, it is exceptionally well displayed. Observe how well the illustration balances the price panel, and how clear and strong the main display line stands out.

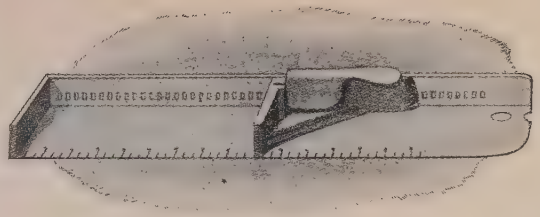


FIG. 30

SIZES AND PRICES				
Length	2-inch	2¼-inch	2½-inch	Plating
Six-inch . . .	$1.75	$1.85	$1.95	25 cents
Eight-inch . .	2.00	2.10	2.20	30 cents
Ten-inch . .	2.25	2.35	2.45	35 cents
Twelve-inch .	2.50	2.60	2.70	40 cents
Fifteen-inch .	3.00	3.10	....	50 cents
Twenty-inch .	3.75	3.85	....	50 cents

ROUSE JOB STICKS

are unrivaled for accuracy,
convenience and durability

Adjust instantly to picas or nonpareils
No job office complete without them

Sold by
representative dealers
everywhere

Made only by H. B. ROUSE & CO.
61-63 WARD STREET, CHICAGO

John Haddon & Co., London, Sole Agents for Great Britain

The copy for this advertisement is too brief, though, and not so strong as it should be; it should explain in detail why Rouse job sticks are accurate, convenient, and durable. The sliding end of this composing stick has a brace that makes springing impossible. The illustration shows this feature, and the copy should emphasize it, for it is an important point. If the locking device has any good points, they too should be explained.

MISCELLANEOUS DISPLAY POINTS

35. Harmony of Display Type.—More than two series of display type should not be used in one advertisement. Frequently, the different sizes of one series will suffice. Many type "families" have the condensed and extended faces; others have a regular, bold, Italic bold, condensed bold, etc., and these varied faces of one family always harmonize. Post Italic, for instance, will make a good companion display for the regular Post. John Hancock Condensed and John Hancock Extended may be used very appropriately with the regular John Hancock. Some of the strongest displays are produced by the use of the different faces of one family of type or of just one face in different sizes. When it is necessary to use two series, care should be taken to select types that harmonize; that is, types having the same general characteristics of face. Hearst, for example, could be used well with Pabst, but De Vinne or Gothic would not be harmonious with Post.

36. List of Harmonizing Types.—The following list gives some of the best combinations of the various types shown in *Type and Type Measurements*, Part 2. These series of type will harmonize with one another, and can be used together in the same advertisement if necessary to depart from the use of one face. For example, in group 3, Bookman Old Style and Cushing Old Style No. 2 may be used together.

1. Post family, Roycroft, Powell, Hearst, and Pabst Old Style.

2. Adver Condensed, Schoeffer, and Adtype.
3. Jensen family, Old-Style Antique, Bookman Old Style, Cushing Old Style No. 2, and Laureate.
4. Arlington Old Style No. 2 and Post Old-Style Italic.
5. Cheltenham family and Bulfinch.

Within Three Minutes'
Walk of New D., L. & W. Car-Shops
Bates Farm Lots
Almost as near to other large works.
Out of 400 Lots we have 150 left.
BUY NOW OR YOU WILL BE TOO LATE
A special 10% reduction if you will
buy and build at once.
BATES FARM LAND CO.
OLD 'PHONE
WM. B. BATES, Mgr.
B. P. CURTIS, at Land Office.

FIG. 31

An example of overdisplay and inharmonious type faces. See contrasted resetting in Fig. 32

6. Gothic family and Foster.
7. John Hancock and Corbitt families.
8. De Vinne family, Quentell, MacFarland family, and McClure.
9. Caslon family and French Old Style.

37. Overdisplay.—It should be remembered that mere size and blackness of printed matter do not constitute good display. Printers have a saying, "All display, no display,"

Most Desirable Home-Sites
on West Side
BATES FARM
LOTS
Within three minutes' walk of
the new D., L. & W. Car-Shops
Almost as near to other large shops
BUY NOW OR YOU WILL BE TOO LATE
Out of 400 Lots we have 150
left. A special 10% reduction if
you will buy and build at once
BATES FARM LAND CO.
OLD PHONE
WM. B. BATES, Manager
B. P. CURTIS, at Land Office

FIG. 32

A revision and resetting of the advertisement shown in Fig. 31. Note that all the display lines harmonize and the main features of the advertisement have the proper prominence. This is due to transposing the copy and reducing the unimportant display lines

which means that if all the matter is set in large type, no particular part will stand out boldly from the rest. Proper contrast between main portions and those of less importance is the secret of good display of type matter. If it is attempted to make every line a big display line,

J. MICHAELS

182-184-186-188-190 SMITH ST CORNER WARREN ST.

THREE

222-224-226-228 GRAND ST NEAR DRIGGS AVE.

STORES

1480-1482-1484-1486 BROADWAY COR. SARATOGA AVE.

Open Saturday Evenings Only Because We Don't Believe in Making Our Employes Work More Than One Night a Week.

$2,000.00 IN VALUABLE PRIZES

Given Away FREE TO ALL at Our

DREAMLAND OUTING, JUNE 19TH

GET FREE TICKETS NOW AT ANY OF OUR THREE STORES.

J. Michaels extends a cordial invitation to everybody, customers or not, to attend his Public Outing at Dreamland, Coney Island, on Wednesday, June 19th. All arrangements have been completed and long tickets are freely given out, which bear coupons that entitle the holders to admittance to Dreamland and its popular amusements, as well as a chance of winning a handsome prize, such as one of the excellent Pianos, Parlor Suits, or some fine articles to furnish and beautify the home. We wish to impress upon all that this Outing is absolutely free of expense, even the winning of the prizes, and that customers of other stores are just as welcome as our own. J. Michaels pays all the bills, and you know from other similar occasions that when he opens his "Pocketbook" to the people he treats them royally. Stop at either of our 3 Stores and ask for tickets for yourself, your family or your friends. Many will come and go home the proud winners of prizes, and everybody will go home having had a jolly, good time. Get your tickets to-morrow, and don't forget the date.

TWELVE GREAT BARGAINS OFFERED BELOW

This Is Your Time

This is your time to get a fine Refrigerator of improved construction at bargain prices; for example, the splendid $5 ones now only

$4.59

Others Up to

$45.00

Our Famous Terms

$30 Worth	25c. Weekly
$60 Worth	50c. Weekly
$90 Worth	75c. Weekly
$120 Worth	$1.00 Weekly

Larger Amounts in Proportion.

Iron Beds Only $2.10

Our $4 quality, with durable baked enamel finish, this week only **$2.10**

Brass Beds

With brilliant lacquered finish, elegant designs, large selection, sale price..... **$17.50**

Worth $30.00.

We Make, Line and Lay Splendid Tapestry Carpet at 65c. Yd

Sideboards.

One of the finest bargains ever offered for only $10.45. Solid oak, well shaped mirror, worth $18, only..... **$10.45**

Very neat solid oak or mahogany finished Tables, worth $2.00, **$1.19**

Special $45 Parlor Suits at $27.50.

Come and see our special Suits and you'll say they are the best for the money in this city. Massive polished frames, expertly built, covered in velour, Verona tapestry or damask, and worth every penny of $45.00. Can you beat it? Fine $18.00 3-piece Parlor Suits, $11.75. Suits up to $250.00.

China Closets.

Our special solid oak China Closets will suit you and prove a fine investment. Think of getting $30 China Closets for..... **$11.75**

Splendidly built solid oak Extension Tables, worth $7.50; sale price..... **$4.50**

Large Arm Rockers, strong, well made; worth $3.00, at..... **$1.79**

Sewing Machines. Closing out of a few of the best machines made; worth $30 to $60, **$17.50**

Folding Go-Carts, neat, strong, durable; worth $4.50, **$2.45**

We Clothe Men, Women and Children, Head to Foot, at Our Smith St. and Grand St. Stores.

FIG. 33

An overdisplayed advertisement, due largely to the excessive display of the heading. Space was used for the top display that could have been used to advantage in the body of the advertisement

the reader's eye will become confused and the general effect will be displeasing.

38. In Fig. 31 is shown a common example of overdisplay. Fig. 32 shows the result of giving the different portions of the advertisement their proper prominence, reducing the number of faces of type, rearranging the border, and distributing the white space so as to get the best contrast.

Fig. 32 preserves the poster style of display that the advertiser was evidently trying to get in Fig. 31. This advertisement in the original occupied $9\frac{1}{2}$ inches across four columns, which was sufficient space for more and stronger copy than that which appears. There must surely be more selling points about these lots than are given in the copy.

39. In Fig. 33 is shown a department-store advertisement that is another example of overdisplay. Here, the chief fault lies in the overdisplay of a certain portion of the advertisement—the introductory matter. The upper portion of the advertisement would be just as prominent, and perhaps more so, if only one or two lines were set in large display type. At the same time, the effect would be much more pleasing and would permit a better presentation of the body of the advertisement.

40. Overemphasis of Body Matter.—Emphasis of body matter can be effectively secured through the use of capitals, heavy-faced type, Italics, or underscore rules, if not carried to excess. As "much emphasis destroys all emphasis," the fewer the words emphasized, the more they will impress the reader of the advertisement.

Fig. 34 shows an extreme example of overemphasis. No particular portion of the text stands out, and the whole is a jumbled mass that is very difficult to read. Even when the excess of emphasis of body matter is not so marked as in this case, the text will seem "jerky," and look spotted, and the tendency of the reader will be to skip from one emphasized word or phrase to the next, instead of reading the text in proper sequence.

41. Special Types and Borders.—Some retail advertisers find it profitable to use the same style of type and border in their advertisements continuously for periods of 6 months or longer. If the advertiser wishes to have the exclusive use of a special border and special type, he must usually purchase them himself. In such a case, the publisher should not use this material for the advertisements of any other patron.

The following estimate will give an idea of what it will cost an advertiser to have his own special type. The type specified in this list is rather light-faced, and is suitable only for an advertiser of high-grade goods. In purchasing his

---

Takes everything before it **like a whirlwind—people will travel miles in order to trade** at the store of the **merchant with the "STANDARD PHONOGRAPH PLAN."** The **women folks,** the **children** and the **men folks want this phonograph** YOU GIVE A **HIGH GRADE PHONOGRAPH TO THEM FREE**—and it **costs you not a cent.** Our plan tells how. Draw **all the cash trade to your store,** make your **profits on every sale,** and bind all this new and old trade to your store with a BEAUTIFUL, GUARANTEED TALKING MACHINE.

FIG. 34

An advertisement showing the excessive use of bold-face capitals and lower case and capitals of the body type. This injudicious selection of types practically destroys the effectiveness of the entire advertisement

own type and border, the advertiser should, of course, select styles that will harmonize with the goods he offers for sale.

1 font of 6-point Brockton border	$ 1.50
1 font of 24-point Pabst Old Style	3.70
1 font of 18-point Pabst Old Style	3.40
2 fonts of 12-point Pabst Old Style, at $2.75 .	5.50
2 fonts of 10-point Pabst Old Style, at $2.50 .	5.00
2 fonts of 8-point Pabst Old Style, at $2.25 .	4.50
	$23.60

The amount of type and border here specified will be sufficient for the display of an advertisement that is from 4 to 6 inches long and 2 or 3 columns wide.

If the advertiser is a very liberal purchaser of space, he can often induce the newspaper publisher to buy such special type and border.

MEDIUMS

CLASSIFICATION AND GENERAL INFORMATION

INTRODUCTION

1. In advertising, the word **medium** may be defined as a means of communicating the advertiser's message.

The selection of a proper medium for an advertisement is just as important as the preparation of the copy. A series of advertisements may be very strong so far as text, illustration, and typographical display are concerned, and the appeal to readers may be framed with a thorough understanding of their attitude toward the article, but unless the proper medium is selected, the power of the advertisements will be greatly decreased or possibly lost altogether. The best advertisement of an Oxford Bible would not bring proper returns if inserted in a sporting paper; nor could good results be expected from an automobile advertisement inserted in a newspaper that circulates among the low-waged class.

2. The medium must be taken into consideration even before copy is written, for the character of the copy depends greatly on the medium to be used. An advertisement prepared for the monthly magazines is not always suitable copy for the daily newspapers, and the newspaper advertisement, as a rule, cannot be used effectively as a poster or as a street-car card. Even publications falling in the same general class

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differ widely in the character of their circulations. Some magazines reach a much larger book-buying element than others; one newspaper reaches a much more prosperous class of readers than another; and so on. What would be good copy for a magazine read mostly by the heads of families would not be the best copy where the purpose is to draw inquiries or orders from boys 12 to 16 years old. Therefore, the subject of mediums is one that should be given early consideration in planning an advertising campaign.

ESSENTIALS OF A GOOD MEDIUM

3. To be profitable to an advertiser, a medium must (1) reach a reasonable number of possible or probable purchasers; (2) appeal to them effectively; and (3) do its work at fair cost.

4. Reaching the Right People.—Obviously, the first requisite of any medium is that it shall bring the advertisement to the attention of people that may reasonably be expected to become purchasers of the article or service advertised, which, of course, necessitates that they shall be able to buy it. Any one longing for a piano would prefer a $600 instrument, but only a few can afford to pay such a price. A good medium for the advertisements of a $600 piano would be one reaching a well-to-do class likely to be interested in pianos. Almost any medium will bring an advertisement to the attention of a few possible purchasers. An ideal medium would be one in which there was no waste; that is, a medium reaching an audience every one of which would be a possible purchaser. There is perhaps no such medium in existence. A medium should increase in value according as the proportion of possible purchasers increases; that is, other things being equal, a publication, 90 per cent. of whose readers are women, should be just twice as valuable to a corset manufacturer as a publication whose proportion of women readers is only 45 per cent.

5. Delivering the Message Effectively.—The medium must be of such character that it will appeal effectively to possible purchasers of the advertiser's goods or service. There are a number of things that contribute to effectiveness. If the medium is a magazine or a newspaper of unusually good standing, with a reputation among its readers for being careful of what is admitted to its pages, the confidence that readers have in such a publication increases its effectiveness. For this reason, a well-established publication that has been subscribed to and read regularly by a large body of readers for many years, is usually valued more highly than a publication just entering the field.

If a publication contains matter of such interest to its readers that it is read with unusual care and is preserved a long time, that attribute increases effectiveness.

If the paper or other material entering into the composition of the medium is of such quality that superior display effects are possible, it also increases the effectiveness. Therefore, other things being equal, a publication that is well printed on good paper should be more effective than one that is poorly printed on poor paper.

An advantageous position of an advertisement in a medium has much to do with effectiveness. It has been proved by actual tests that an advertisement in a well-chosen position will bring several times the returns of the same advertisement in the same medium in an obscure position.

The time at which the medium puts the advertisement before the possible purchaser; the mood in which it catches him; the conditions surrounding him at the time he reads the advertisement—all have an important bearing on effectiveness. The range at which the medium permits the advertisement to be read also has something to do with effectiveness. A publication that may be held in the hand and read allows more detail to be given than does the poster, sign, or car card; and the fact that the medium is of such character as to get into the hands of readers by their choice, that is, not forced on them, is in its favor.

Summing up, effectiveness may be said to depend on the confidence of readers, which in the case of publications is stimulated by wise editorial and business policy, and the length of time the publication has been subscribed to; the interest of the reading pages; the mechanical excellence; the position given the advertisements; and the time and place at which the medium reaches its readers, the mood in which it finds them, and the range at which they read it.

6. Reasonable Cost.—The cost of advertising must be proportionate to the number of possible purchasers reached effectively. A medium may reach a fair number of possible purchasers, and yet the cost may be so great as to make the use of the medium prohibitive. A newspaper or a magazine circulating mostly among country people of a general class would here and there reach a possible purchaser of a $100 typewriter, but the proportion of such readers would be so small that the typewriter manufacturer could not afford to use the medium.

CLASSIFICATION OF MEDIUMS

7. Mediums may be divided into nine general classes as follows: (1) Magazines; (2) newspapers; (3) street cars; (4) posters and signs; (5) catalogs, booklets, folders, letters, etc.; (6) theater programs; (7) moving signs, bulletins, and theater curtains; (8) general programs, almanacs, directories, annuals, prospectuses, books, etc.; (9) novelties.

The first four classes are the most important, and in the advertising world are referred to as "the big four."

CLASSIFICATION OF MAGAZINES AND NEWSPAPERS

8. Magazines.—The term **magazine** is somewhat indefinite. Its dictionary definition includes all periodical publications containing stories, essays, sketches, and the like, whether illustrated or not. As used in the advertising world, the term is understood to apply particularly to publications issued monthly; but such publications as the Saturday Evening Post, Collier's Weekly, Harper's Weekly, and a number of others, though classed as weeklies, are essen-

tially magazines in character. Publications like Good Housekeeping and the Woman's Home Companion, though classed separately as women's publications, are magazines; so are all "periodical publications containing stories, essays, sketches, and the like."

9. A longer list of separate divisions of magazines could be made, but the following classification is sufficient for all practical purposes: (1) General magazines; (2) women's publications; (3) mail-order publications; (4) trade and professional publications; (5) religious publications; (6) agricultural publications; (7) miscellaneous weeklies; (8) business publications; (9) juvenile publications; (10) recreation and sporting publications; (11) labor journals; and (12) poultry journals.

10. Newspapers.—The classification of newspapers is much more simple. The following classification lists the different classes in the order of their importance to the large advertiser: (1) Dailies; (2) weeklies; (3) semiweeklies; and (4) triweeklies.

STATISTICS AND MISCELLANEOUS DETAILS

11. The Department of Commerce and Labor in a bulletin issued in 1907 reports the aggregate circulation of all newspapers and periodicals issued in the United States to be as follows:

TOTAL CIRCULATION PER ISSUE OF PUBLICATIONS OF VARIOUS CHARACTERS

News, politics, and family reading	43,285,399
Religious	22,383,631
Agricultural, horticultural, dairying, stock raising, etc.	8,106,275
General literature, including monthly and quarterly magazines	30,615,577
Fraternal organizations	5,356,427
Society, art, music, fashion, etc.	15,289,431
Total	125,036,740

CIRCULATIONS ACCORDING TO FREQUENCY OF ISSUE

Daily newspapers, circulation per issue .	21,042,294
Weeklies, semiweeklies, and triweeklies of all classes, circulation per issue . .	39,965,695
Monthlies of all classes, circulation per issue	62,776,115
All other classes, circulation per issue .	2,878,594
Total	126,662,698

12. As the daily appears every day, its aggregate of copies issued during a month exceeds any of the other classes. It should be noted that the figures for weeklies do not include merely the weekly newspapers, but many other weekly publications of large circulation.

Of the daily, enough copies are issued daily to supply every inhabitant in the United States with one every fourth issue; of the weekly, enough copies are issued to supply every inhabitant with a weekly paper every other issue. The circulation of these two classes is thus sufficient to supply every inhabitant with a daily newspaper one-fourth of the year, and with a weekly one-half of the year. In the case of the monthly, the circulation is sufficient to supply a complete number to each inhabitant for three-fourths of the year.

A leading directory shows in its 1907 edition that there are in the United States 2,358 daily newspapers, 15,454 weekly publications, and 2,712 monthly publications, in addition to 1,211 other publications of smaller classes, such as semiweeklies, triweeklies, quarterlies, etc.

13. Bulletin 79, of the United States Department of Commerce and Labor, shows that in 1905, the latest year of which the statistics treat, the receipts of publishers from advertising were more than $149,517,591, as against $111,298,691 from subscriptions and sales. The advertising receipts for 1905 were 43 per cent. greater than those for 1900, while receipts from subscriptions and sales were 35.9 per cent. greater. In 1880, advertising receipts formed only 44 per cent. of the revenue of publishers, while sub-

scriptions and sales formed 56 per cent. In 1905, advertising receipts formed 56.7 per cent. and subscriptions and sales receipts were only 43.3, the conditions being almost reversed. These figures reflect the growth of advertising and the business prosperity of this country.

14. Figures for the 5 years covered by the bulletin show that of the three principal classes of publications, the largest increase as to the number of new ones was in the monthlies. The next largest increase was in daily newspapers; and there has been a much larger increase in evening newspapers than in morning newspapers, the percentage for morning newspapers being 7 and that for evening papers 11. The increase in the number of weeklies is smaller than that of monthlies and dailies.

The circulation of monthly publications far outstrips the others in percentage of increase and in aggregate circulation per issue. The monthly at present offers the most interesting field for statistical analysis.

15. No better illustration of the increase in circulation can be found than a comparison of the number of inhabitants to each copy per issue in the three main classes of publications. In 1880 there was published a daily newspaper to every 14 persons in the United States. This proportion steadily changed until in 1905 there was 1 daily to every 4 persons. The relation of the weekly to population has been practically stationary. In 1880 there was 1 weekly publication to every 3.1 inhabitants; in 1890, in 1900, and in 1905, 1 to every 2.2 inhabitants. The proportion of monthlies, however, has changed strikingly; it is now almost five times as great as in 1880, having increased from 1 monthly publication to every 6.2 persons in 1880 to 1 for every 1.3 in 1905. From these figures, it is evident that in the proportion of circulation to population the monthly is fast outstripping all other classes.

16. Following are some further interesting extracts from Bulletin 79:

In number and circulation the daily newspapers of most of the smaller cities have held their own against the dailies of the larger cities. Dailies now flourish in communities which not many years since would have been regarded as incapable of supporting publications of this class. Obviously, the prosperity and increasing wealth of such communities are the causes of this change.

By utilizing estimates of population in 1905, it appears that the average circulation per issue of the large city dailies increased at each census year much more rapidly than the average population, thus reflecting not only a generous advance in local patronage, but the extension, already noted, of extra-urban circulation.

In character of product the weekly class occupies a position midway between the daily and the monthly, while the daily must be regarded as distinctively a news medium, and the monthly as distinctively a literary medium; but at the present time both show a tendency to extend their arbitrary boundaries, and the weekly in some respects is suffering from these inroads. * * * Although the aggregate weekly circulation is not growing so fast as that of either the daily or the monthly, it has shown a steady increase at each census from 1850 to 1905. From 1850 to 1860, for example, the aggregate circulation per issue of weekly publications more than doubled, but at no time since that decade has so great a proportion of increase occurred. It is likely that the period of greatest increase in weekly circulation has passed.

Weekly publications may be divided into three general classes. Naturally, the most important of these is the country weekly, the second is the city weekly (devoted to special topics, whether literary, pictorial, or comic), and the third is the trade publication. It is probably a fact that but a small proportion of the residents of rural communities—the agricultural element in particular, dwelling upon the 6,000,000 farms of the United States—are readers of dailies, although the number of such readers is doubtless steadily increasing with the extension of the rural free delivery. They are, however, almost without exception, attentive readers of the local weekly, from which they secure both their news and their politics.

Analysis of the circulation of the weekly by the separation of the states into two general classes—urban and rural—shows that there has been a more marked increase in weekly circulation in urban states. This seems to be due to certain exceptional publications, having a literary or pictorial character, with very large general circulation, for the rural states report a far larger number of weekly publications than the urban states.

MAGAZINES

VALUE OF THE MAGAZINE

17. A large proportion of the money spent in advertising is for magazine space. The magazine is the principal medium for mail-order advertising, and a great many general advertisers spend the bulk of their appropriations for magazine space. This medium, therefore, is one deserving the most careful study. Considering the magazine field first as a whole, there are many arguments in favor of the medium.

18. Large Circulations.—The popular and well-established magazines have very large circulations and are therefore of great value when it is desired to strike a "sledge-hammer blow," as it were, in making an impression on the public mind. Several millions of readers can be reached by the use of one magazine, and a national campaign that will reach a good proportion of a certain class of readers in all towns and cities can be carried out by using a short list of magazines.

19. Well-Distributed Circulations.—The circulation of a magazine is not confined to any particular locality, but is scattered over a broad field. Magazines are rarely distributed in exact proportion to the population of a state or city. Note the following distribution of a New York magazine of general character, 18 per cent. of the circulation of which goes to rural free delivery:

AVERAGE CIRCULATION (PAID AND UNPAID) FROM JANUARY, 1905, TO JANUARY, 1906

Annual subscription	240,836
Sales through newsdealers	53,981
Free	10,552
Total	305,369

One Month's Paid Circulation by States

Alabama	2,781	Nebraska	5,942
Arkansas	2,072	Nevada	2,158
Arizona	652	New Hampshire	2,593
California	20,982	New Jersey	5,977
Canada	12,852	New Mexico	725
Colorado	3,650	New York	23,256
Connecticut	4,386	North Carolina	3,679
Delaware	550	North Dakota	2,027
District of Columbia	1,050	Ohio	18,858
Florida	1,958	Oklahoma	1,850
Georgia	2,571	Oregon	3,932
Idaho	2,964	Pennsylvania	21,531
Illinois	15,539	Rhode Island	1,669
Indiana	9,879	South Carolina	1,930
Indian Territory	780	South Dakota	1,632
Iowa	8,980	Tennessee	3,966
Kansas	6,816	Texas	6,909
Kentucky	3,831	Utah	3,564
Louisiana	1,905	Vermont	3,062
Maine	3,685	Virginia	5,642
Maryland	2,864	Washington	4,552
Massachusetts	8,549	West Virginia	3,702
Michigan	12,326	Wisconsin	6,913
Minnesota	5,893	Wyoming	1,240
Mississippi	2,082	Foreign	1,165
Missouri	8,462		
Montana	2,383	Total	288,916

One Month's Paid Circulation in Chief Cities

New York	5,945	San Francisco	2,560
Chicago	2,949	Cincinnati	1,262
Philadelphia	3,801	Pittsburg	1,980
St. Louis	1,294	New Orleans	855
Boston	1,985	Detroit	1,220
Baltimore	1,546	Milwaukee	793
Cleveland	1,571	Washington	962
Buffalo	1,685	Total	30,408

20. It will be seen that 23,256 of the circulation of the magazine is in the state of New York. The Pennsylvania circulation of 21,531 comes next. As New York has the largest population of any state in the Union, with Pennsylvania a close second, the circulation thus far follows the population. But, although Illinois has a larger population

than Ohio, it has only 15,539 of the circulation of this magazine as against 18,858 in Ohio, while California which has only about one-third the population of either of these states has 20,982 of the circulation of this magazine—more than either Ohio or Illinois. A study of the western-state circulation of this magazine shows that it is more popular in the Far West than it is in the East.

21. Now note the distribution in the United States of a woman's magazine of 209,570 circulation:

Alabama	4,647	Montana	256
Arizona	825	Nebraska	3,612
Arkansas	2,563	New Hampshire	2,101
California	4,851	New Jersey	1,450
Canada	865	New Mexico	49
Colorado	2,107	New York	9,437
Connecticut	3,575	Nevada	48
Delaware	341	North Carolina	6,306
District of Columbia	334	North Dakota	852
Florida	1,803	Ohio	19,260
Georgia	475	Oklahoma	107
Idaho	312	Oregon	4,514
Illinois	19,058	Pennsylvania	14,719
Indiana	17,903	Rhode Island	702
Indian Territory	1,625	South Carolina	153
Iowa	13,320	South Dakota	841
Kansas	6,870	Tennessee	8,451
Kentucky	3,198	Texas	5,532
Louisiana	1,963	Utah	1,741
Maine	1,824	Vermont	1,218
Maryland	1,145	Virginia	1,549
Massachusetts	5,360	Washington	5,514
Michigan	5,193	West Virginia	952
Minnesota	4,754	Wisconsin	6,715
Mississippi	792	Wyoming	131
Missouri	7,657	Total	209,570

This magazine is particularly strong in the Middle West—in Illinois, Indiana, Ohio, and Iowa. Its New York circulation is noticeably weak in proportion to the population of the state. The strength of the magazine in the Middle West may be easily accounted for; it is published there and is evidently better known near home than abroad. Its circula-

tion manager has undoubtedly done his aggressive work in the states surrounding the home office.

22. Advantages of General Distribution of Circulation.—When it is desired to produce a national impression quickly, this general distribution of the magazine argues strongly in favor of the medium. There is not a city or a town of any importance in the United States that would not be reached by advertising placed in several of the magazines having the largest circulation.

Furthermore, the magazine usually has its peculiar clientele and thus enables the advertiser to assemble, as it were, a large body of people of certain tastes and to address them. A newspaper in a city of 100,000 would reach only a limited number of possible purchasers of a $100, glass-lined refrigerator or the most expensive plumbing fixtures. By the use of a high-grade magazine, however, the advertiser could increase the proportion of prospective purchasers and decrease the proportion of non-prospectives.

23. Mechanical Excellence.—The typical magazine has a number of the essentials of effectiveness. It is printed on good paper, and its typographical appearance is made high grade by men expert in that line. If the position given the advertisement is good, the advertiser has an opportunity to make his appeal to the reader with the best illustrative and type effects.

24. Interest of Readers.—The efficiency of magazine space does not, however, depend on mechanical excellence, although when this feature makes the advertising pages as attractive as the reading pages, that increase in value is certainly to be considered. Magazine space is valuable also because readers think enough of the publication to subscribe for it yearly or to pay the newsdealer from 5 to 35 cents a copy for it.

The average person that pays from 25 cents to several dollars a year for a magazine or from 5 to 35 cents a copy expects to read that publication thoroughly. The paying of the price shows that the contents of that magazine appeal

to the purchaser, and the interest or confidence of the reader in such contents increases the value of the space.

25. Home Circulation.—The greatest of all reasons for the efficiency of the magazine as a medium is that magazines are to a large extent—some more than others—read in the home. Home reading is, as a rule, done more leisurely, and the mind is in a better condition to receive impressions. At home, writing materials are usually at hand, so that if the reader wishes to write the advertiser, it is convenient to do so.

Home reading also increases the number of readers. It has been demonstrated satisfactorily that publications of the class of The Ladies' Home Journal are read on an average by at least five persons before their usefulness ends. Usually there will be several readers of a magazine of this kind in the immediate family, and then the copy will be lent to a neighbor or sent to a relative that receives little reading matter, and so on.

Some newspapers have a large home circulation, and are read, as a rule, by more than one person; but the newspaper in general never has the home-reading qualities or the number of readers per copy that the magazine has. The life of a newspaper is short; in the case of a daily, its usefulness is ended when it is a day old. On the other hand, the life of a magazine of good quality is, as a rule, at least a month, and the best magazines are kept on file and often treasured for years. A manufacturer of a carpet sweeper that 6 or 8 years ago offered, in a leading woman's magazine, to give a sweeper to every June bride that sent him an invitation to her wedding, continues to receive some invitations every June. This incident demonstrates the long life of the magazine advertisement. Not all magazines, however, have the same life, nor can all truthfully claim five readers to a copy. The character of the magazine determines this.

GENERAL MAGAZINES

26. There are a great many magazines that, while each has its characteristics, are enough alike in general character to be termed **general magazines.** They are all well known to persons that keep in touch with the publishing world, but a few examples will be given.

Munsey's, McClure's, Everybody's, Success, and the Cosmopolitan are typical examples of the low-priced general magazine with circulations well up into hundreds of thousands.

The Argosy, the Red Book, Lippincott's, Ainslee's, and the Black Cat are typical of a number of publications devoted entirely or largely to fiction and reaching naturally those who care particularly for stories.

The World's Work, the World Today, the Review of Reviews, and the Outlook are typical of magazines that reach people interested in what the world is achieving and in more serious reading.

Harper's Monthly, the Century, and Scribner's represent the higher-priced general magazines—those selling at from 25 to 35 cents a copy.

Magazines of the class of the Atlantic Monthly, while not used so extensively by advertisers as the more popular ones, reach a very intellectual class of readers.

Weeklies like Collier's, the Saturday Evening Post, the Literary Digest, and Leslie's are essentially general magazines in character, but contain a more newsy element. They reach both an intellectual and a progressive class of readers.

While the foregoing and many more somewhat similar magazines have each some claim to distinction, nearly all are adapted to the use of the advertiser of a general product.

POSITION AND RATES FOR GENERAL MAGAZINE ADVERTISING

27. Cover Pages.—The back cover is regarded as the most valuable position in a magazine. An extra price is always asked for this position, and when the advertisement

is to be printed in colors the price is greatly increased. In the case of color work, the advertiser, in addition, has to pay the cost of color plates, which will probably amount to $40 or $50. Some magazines also run color pages on the second and third covers.

28. Representative Rate Card of Monthly Magazine.—In Fig. 1 is shown a reproduction of a very simple rate card, giving the rates charged for the various special positions in a magazine. A few magazines will guarantee

ADVERTISING RATES OF _____ MAGAZINE
FIFTH AVENUE, NEW YORK

One page, one time	$100.00
Half page, one time	50.00
Quarter page, one time	25.00
Eighth page, one time	12.50
Less than one-eighth page, one time, per agate line	.60
Second or third Cover, one time	150.00
Page facing third Cover, one time	150.00
Page facing Reading Matter, one time	150.00
Page facing Frontispiece, one time	150.00
Fourth Cover Page, 3 colors, one time	400.00

No advertisement is accepted for less than 14 lines.

Five per cent. is allowed off for cash.

Forms close on the 1st day of the month preceding the date of issue.

FIG. 1

no special positions. Others, like the magazine whose card is reproduced, will sell at special rates the second and third covers, pages facing these covers, page facing frontispiece, and page facing reading matter of any kind. Special prices are charged for such special positions.

While many advertisers seek these special pages—the back covers of certain magazines often being sold 6 or 8 months in advance—many others feel that the difference in value between a regular black-and-white page and a special position or color page does not warrant the great increase in cost. Usually, the price of a fourth cover in

colors or a colored insert (special page inserted among the regular pages) will purchase from two to three inside pages in black and white.

29. Choice Locations for Advertisements.—Publications of the class of Collier's Weekly, the Saturday Evening Post, etc. give a large proportion of their advertisements a position next to reading matter without charging extra; such positions are not always guaranteed, however.

Many advertisers try to secure right-hand pages, believing that these pages are more likely to attract attention than those on the left.

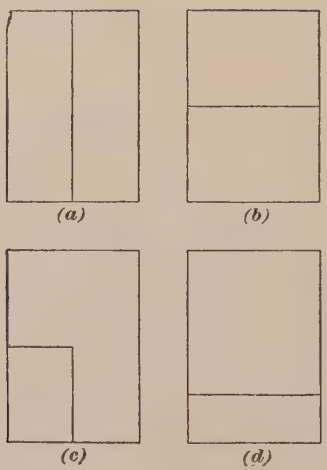

FIG. 2

30. Time of Closing Forms.—The larger magazines close their forms at least a month ahead of the date of publication; for example, the forms for the September issue are closed on August 1. A few magazines close from 6 to 7 weeks ahead of the date of issue. Consequently, if some special page is desired, it is always necessary to begin negotiations far in advance of the month of issue.

31. Magazine Space.—In dealing with magazines of the standard size, a page is always understood as meaning a regular $5\frac{1}{2}'' \times 8''$ page, and a line is construed as meaning

an agate line 16 picas wide. A half page may be either the 16-pica column the full length of the page, as in Fig. 2 (*a*), or the page divided by a horizontal line through the center, as in (*b*). Likewise, a quarter page may be either half of one of the 16-pica columns, as in (*c*), or a 2-inch space across the full width of the page as in (*d*).

32. Representative Rate Card of Weekly Magazines.—In Fig. 3 is shown a reproduction of the rate card of one of the weekly magazines having a very large circulation. A study of this card will give an idea of the conditions regarding position, time of sending copy, etc. imposed by publishers of weeklies of large circulation. Note that this publication is much larger than standard magazine size, as are most weekly magazines.

33. General Rate for Magazine Space.—Rates for magazine space vary greatly. Among the standard-size magazines of large circulation, $1 a page per thousand of circulation is considered a fair rate. According to this, a magazine with 300,000 circulation should charge $300 a page. Of course, if a magazine, has a page twice as large as the standard magazine page, the charge would be approximately twice as much. As a rule, the magazines with rather small circulations charge more than $1 a page per thousand, while those with the largest circulations charge a trifle less than $1 a page per thousand.

The magazines selling for a higher subscription price claim that, on account of reaching a more well-to-do class, they are entitled to a higher rate. This argument is sound to a certain extent, but may be easily taken too broadly. There are 5- and 10-cent publications that attract a middle class of readers rather than the well-to-do class; between 100,000 of the circulation of such a magazine and 100,000 of the circulation of a higher-priced and higher-grade magazine there can be no question of the superiority of the latter, provided the commodity to be advertised is an automobile, fine green-house stock, Shetland ponies for the children, etc. But there are some 5-, 10-, and 15-cent publications that

Display advertising, per agate line	$ 3.00
Full page, each insertion (680 lines)	1,800.00
Half page, each insertion (340 lines)	900.00
Quarter page, each insertion (170 lines)	450.00
Second cover, two colors, each insertion	2,100.00
Third cover, two colors, each insertion	2,100.00
Fourth cover, each insertion	2,400.00
Center double page, two colors, each insertion	4,200.00

THESE RATES ARE SUBJECT TO CHANGE WITHOUT NOTICE

Eight words average line; 14 lines 1 inch.

Display advertisements of less than 5 lines, and reading-matter advertisements, not accepted.

All cuts and copy intended for full single-column width must measure $2\frac{1}{4}$ inches; double columns, $4\frac{5}{8}$ inches.

Full page, inside	$12\frac{1}{8}$ in. high by	$9\frac{3}{8}$	in. wide
Quarter page, inside	6 in. high by	$4\frac{5}{8}$	in. wide
Single column, inside	$12\frac{1}{8}$ in. high by	$2\frac{1}{4}$	in. wide
Double column, inside	$12\frac{1}{8}$ in. high by	$4\frac{5}{8}$	in. wide
Triple column, inside	$12\frac{1}{8}$ in. high by	7	in. wide
Fourth cover, full page	$12\frac{1}{2}$ in. high by	$9\frac{7}{8}$	in. wide
Center double page	$12\frac{1}{8}$ in. high by	$20\frac{3}{8}$	in. wide

Page, 4 columns wide.

No discounts for space or time; 5 per cent. allowed when payment accompanies order.

All bills are due in advance each week on day of closing forms, but regular accounts may be settled in one monthly payment, at publisher's option, subject to 5 per cent. cash discount.

Orders for a longer period than 1 year from their date are accepted only at our option.

Orders specifying positions are not accepted.

Advertisements containing cuts, black-faced type, borders, etc., are subject to our change and to resetting of type matter.

Copy should be received 4 weeks before date of publication.

Copy for covers and center double page one week earlier than for body of magazine.

FIG. 3

reach the best class. Several 15-cent magazines might be mentioned that could not be improved in contents or make-up even if 25 or 35 cents were charged. They are probably making greater profits than some higher-priced publications and can afford to do anything that will make their reading pages more valuable. Therefore, it is a mistake to conclude that a higher-priced magazine is *always* worth more per line than a high-grade 5-, 10-, or 15-cent publication.

In Table I is shown the circulations and rates of typical general magazines. It will be well to observe this matter closely.

TABLE I

CIRCULATIONS AND RATES OF TYPICAL GENERAL MAGAZINES

Type of Magazine	Asserted Circulation	Page Rate	Line Rate	Discount
25-cent, general	210,000	$250	$1.50	10 per cent. for 3 pages or 12 insertions
10-cent, fiction .	460,000	300	2.00	No discount
5-cent, fiction .	135,227	120	.60	No discount
15-cent, general	460,702	460	2.15	10 per cent. for 3 pages or 12 insertions
25-cent, general	166,000	250	1.50	10 per cent. for 3 pages or 12 insertions
25-cent, fiction .	75,041	100	.50	10 per cent. for 3 pages or 12 insertions
10-cent, general	700,000	500	3.00	No discount

It will be observed from Table I that a number of the magazines have a uniform discount for the use of 3 pages or 12 insertions of an advertisement. The highest-class magazines hold strictly to their rates and no attempt by an advertiser to get a cut rate will avail anything. But not all magazines are so strict. Some may not only cut rates, but sometimes run copy for advertisers on a trade basis (receiv-

ing goods in payment) or on a trust basis (the advertiser agreeing to pay according to the orders that the advertising brings).

34. Manner of Sending Out Plates.—Owing to the number of copies to be printed, some of the large magazines run more than one printing press in getting out the same section. They therefore often need several duplicate electrotypes of the advertising pages. In such case, if the advertisement is one that is illustrated with a half-tone, it is better for the advertiser to order the agency to furnish the magazine an original—not an electrotype—for if an electrotype is furnished, the publisher will make electrotypes from this, and the effect of an electrotype made from an electrotype is usually poor. Cost may be reduced, however, by sending an original half-tone to a magazine that goes to press very early and having the publisher pass it on to another magazine in the same city or some near-by city in time for use. By careful scheduling, one original half-tone may be made to serve three magazines.

One or two magazines like Success have three 16-pica columns and can use for a 2-column advertisement the cut made for a standard magazine page.

35. Copy Schedules.—In many cases, advertisers furnish publishers only one advertisement at a time. In other cases, a series of advertisements covering the entire season will be forwarded with the original order. In such cases, it is advisable to furnish the publisher with a large proof sheet, known as the *copy schedule*, showing each advertisement, with memoranda directing when each is to be inserted, in what position, etc. In some schedules the advertisements are all of one size; other schedules contain advertisements of various sizes. In newspaper advertising, publishers are sometimes directed to *repeat* a schedule; that is, after inserting an entire series of advertisements, to start again with No. 1 and run each advertisement a second time. The word *rotate* is commonly used to indicate that advertisements are to be repeated.

CLASS MAGAZINES

GENERAL REMARKS

36. Value of Class Circulation.—So far as a general explanation of their value is concerned, all such mediums as women's magazines, religious publications, agricultural journals, juvenile publications, etc. may be treated under the head of **class publications.**

The peculiar value of class publications lies in the fact that they are read largely by a distinct class of people, rather than by the general public. There is little waste circulation. This is a simple fact, but it is one of very great importance in fixing the value of a medium.

If the desire is to place an advertisement of plows, fertilizers, or fruit trees before farmers, it is obvious that a magazine having a circulation of 20,000, nearly all of which is among farmers, is worth a great deal more to an advertiser of such goods than 20,000 of circulation of a general magazine whose circulation among farmers is only 15 per cent. Therefore, the position among mediums of such magazines as the National Farmer and Stock Grower, Up-To-Date Farming, the American Agriculturist, and the Ohio Farmer is an important one.

If it is desired to reach boys exclusively, then it needs no second thought to decide that magazines like the Star Monthly and the American Boy should be selected; and they are consequently worth a higher rate per 1,000 of circulation than any magazine of general circulation would be.

Women's magazines are beyond all question of greater value than general magazines when the article to be advertised is one that appeals only to women. This principle holds true in all cases where it is desired to reach a particular class, whether it be civil engineers, doctors, ministers,

business men, grocers, plumbers, or any other particular class.

37. Value to Advertisers of General Articles.—The fact that a class publication is of superior value to an advertiser selling an article that appeals particularly to that class, does not make such a medium of any greater value to other advertisers. An advertiser of business devices and office equipment should find a magazine like System an unusually good producer, because its readers are largely progressive business people; but this magazine does not possess any unusual value to an advertiser of a breakfast food or anything else that appeals to the general public.

The fact is that a great many class publications have rates that are entirely too high for the advertiser of a general product. Publishers of magazines of the religious class are inclined to claim that their mediums are of unusual value to the advertiser of a general product because of the class of subscribers. There is something to this argument, for, of course, the confidence of readers in a publication is a factor that contributes to its value as a medium. However, it is difficult to see why men and women would try a soap, a coffee, or a washing machine any more quickly because it is advertised in their church paper than if they saw it advertised in any high-grade general magazine. The truth is that the best general magazines are more careful of what goes into their advertising columns than are most religious papers. A select few of the religious papers, though, are scrupulously careful, and command the full confidence of their readers.

A foreign-language publication will be read with more interest by the foreign-language-speaking people of America than will publications printed in English, and the advertisements will receive more intelligent attention; but the advertiser must decide whether this circulation is as good as an equal amount of circulation among the English-speaking population. Unless the circulation is as good and as low-priced, there is little argument in favor of the foreign-language publication.

38. Value of Special Copy.—Nowadays, most large advertisers use different copy for many classes of mediums, preparing copy of a decidedly juvenile style where it is to be inserted in a boys' paper, using business arguments and business illustrations where the medium is a business magazine, and so on. This specialization of copy greatly increases the value of class publications.

Some of the most important divisions of class publications will be treated separately in the following pages. As another Section is devoted to technical- and trade-paper advertising, no extended treatment of trade and technical mediums will be given here. The principles already set forth are specific enough to enable the ad-writer to appreciate the value of other class publications that are not treated in detail.

WOMEN'S MAGAZINES

39. Importance of Women as Audience.—No division of magazine mediums is more important than that of women's publications. Most household necessities are purchased by women, and household necessities constitute a large proportion of advertised articles. The tastes and opinions of women influence the purchase of a still greater range of articles. Men are often influenced in the purchase of even their own apparel by the suggestion of mother, wife, sister, or some other female adviser. Some statisticians go so far as to say that 80 per cent. of publicity is directed to women. Magazines and newspapers read largely by women, therefore, demand the most careful attention of the advertiser.

40. Value of Women's Mediums.—A magazine of the class of the Ladies' Home Journal, the Woman's Home Companion, the Delineator, the Ladies' World, Good Housekeeping, or the Modern Priscilla is a superior medium when the message is to be addressed to women. These magazines are of a very high type in contents and in mechanical excellence, and are very effective.

41. Cost of Advertising in Women's Magazines. The cost of advertising in women's magazines may be measured generally by a study of Table II.

TABLE II

CIRCULATIONS AND RATES OF TYPICAL WOMEN'S MAGAZINES

Asserted Circulation	Size of Page Inches	Column Width Picas	Page Rate	Line Rate	Discount
208,833	9 × 13½	16	$756.00	$1.00	10 per cent. for 3 pages or 12 insertions
438,708	9¼ × 14¼	13½		2.00	12½ per cent. for 2,000 lines
1,000,000	6¾ × 9¾	13½	1,800.00	5.00	No discount
24,267	5½ × 8	16	60.00	.40	20 per cent. for 12 insertions
163,644	9 × 12	13½	400.00	.70	No discount
513,587	9⅜ × 14½	13½	1,800.00	2.50	No discount
107,434	9½ × 14	14	117.60	.25	20 per cent. for 12 insertions
1,300,000	9⅜ × 14¼	13½	5,000.00	7.00	No discount

The circulations and rates of magazines are constantly changing, and some of them will likely be different from the figures given in Table II at the time this Section is being read, but the proportionate cost does not vary greatly. At first glance, there would seem to be a great proportionate difference in the rates of the two publications charging $1,800 a page, one having a circulation of 1,000,000 and the other only 513,587; the size of the page explains the difference in the page rate, the magazine with the circulation of 1,000,000 having a page only about half the size of the other.

MAIL-ORDER PUBLICATIONS

42. The term **mail-order publication** is not easy to define, because any publication that is used successfully by mail-order advertisers would come under this classification. Some of the popular 10- and 15-cent magazines are used regularly by mail-order firms, and even the higher-priced magazines are used by those who sell high-grade goods by

the mail-order plan. These magazines carry mail-order advertisements of fine sets of books, superior home furnishings, etc. The popular weeklies, such as Collier's, the Saturday Evening Post, etc., carry many mail-order advertisements, as do also the Sunday and weekly newspapers of large circulation, and such special publications as the Associated Sunday Magazine. However, the term mail-order publication usually refers particularly to publications that reach readers in the country and in small towns and villages where the stores are not of the best.

43. Field Covered by Mail-Order Magazines.—A mail-order advertiser of a specialty of some kind may find plenty of interested readers in New York, Chicago, Boston, and other large cities, but the large cities have so many stores that a mail-order advertiser of women's suits, furniture, or any other article of general consumption could not hope to compete with them. Such a mail-order advertiser must look to the people of the smaller towns and the rural districts. This field is a vast one, as more than half the people of the United States live in towns of 4,000 and less and in rural districts. If towns of 8,000 were included in this mail-order territory, the total would be almost two-thirds of the population of the United States. The buying power of this population is enormous, and it is in this field that the great general mail-order houses have built up their patronage.

44. Typical Mail-Order Mediums.—The American Farm World, Cheerful Moments, Woman's World, Homefolks, Comfort, The Gentlewoman, Good Stories, the Metropolitan and Rural Home, Spare Moments, the American Nation, and the Fireside Visitor are a few of a long list of low-priced monthly publications of large circulation that are filled with stories and reading matter of general character and that reach the great rural and semiurban field. Some of these mail-order publications are very cheap in regard to the matter, mechanical appearance, and character of advertising they carry. Others are fairly well printed and

contain a grade of matter that brings them a class of subscribers not far below that of some of the 10- and 15-cent magazines.

45. Large Circulations of Mail-Order Magazines. In spite of the unattractiveness of the cheap mail-order monthlies to a reader that subscribes for a number of the best magazines, it cannot be denied that many of these monthlies have enormous circulations—built up by low subscription prices—and that they reach effectively a large class not reached so well by any other medium. Their value is shown beyond doubt by the fact that a number of large advertisers that keep a close record of returns, continue to use this class of publications year after year.

The circulation of the cheap mail-order monthlies consists to some extent of free copies and sample copies, but as these usually go to people that do not receive a great deal of reading matter, and that consequently give attention to all they receive, whether paid for or sent free, this circulation is of some value, though not of the full value of circulation among subscribers.

An advertiser that intends to use mail-order mediums should make it his policy to require proofs of circulation, because there is much room for deception, and undoubtedly many mail-order circulations are greatly exaggerated.

46. Character of Advertising in Mail-Order Magazines.—The manner of appeal of advertisements in mail-order magazines is professedly sensational. Low prices and "something for almost nothing" are the characteristic features of the advertisements presented through these mediums. The offers are very alluring to country people, who constitute the subscribers almost entirely.

But while mail-order magazines, as a class, have the idea "cheap" written all over them, it must not be concluded that the mail-order business is necessarily cheap. The best magazines of this class present much that may be purchased through the mails. Cloaks, jewelry, shoes, household utensils, kitchen, scullery, and laundry requisites, bulbs and

seeds, etc. of high grade are successfully advertised in them.

The cheap mail-order magazines are the mainstay of the large general mail-order houses, known as catalog houses, which send out catalogs weighing several pounds and offering the greatest variety of merchandise. Much undesirable medical and speculative advertising rejected by the best general magazines finds its way into the cheap mail-order mediums.

47. Cost of Advertising in Mail-Order Magazines. As a rule, the rate of mail-order publications should not be more than 50 cents a line for each 100,000 circulation. Those with small circulations usually charge a little in excess of this rate, while those with the largest circulations charge a little less. Some advertising agencies set 30 cents a line per 100,000 of circulation as the standard. Table III will give a general idea of the cost of advertising in mail-order publications.

TABLE III

COST OF ADVERTISING IN MAIL-ORDER PUBLICATIONS

Location of Publication	Asserted Circulation	Line Rate	Space Discount
New York . . .	505,804	$2.00	No discount
New York . . .	150,000	.75	No discount
New York . . .	250,000	1.25	25 per cent. for 1 page
Maine	102,500	.50	No discount
Maine	791,280	3.00	No discount
Missouri	1,591,374	6.00	No discount
Massachusetts . .	76,976	.50	No discount
Illinois	431,245	1.50	No discount

In figuring rates, the quality of the circulation must be given consideration. This quality is by no means exactly the same with every mail-order medium, and the publication with a superior quality would be worth more to some advertisers, if not to all.

The column widths of mail-order publications range from 13 to 14½ picas. The page size ranges from 8 to 9⅞ inches wide to from 12 to 15¾ inches deep.

RELIGIOUS PUBLICATIONS

48. Religious publications are always issued as weeklies or monthlies; never as dailies, except when convention numbers are put out.

The religious paper is usually religious in the sense of being the mouthpiece of a church or a creed, and its sphere of influence is among the adherents or the disciples of that church or creed. There has been a decline of late years in the call for the strictly religious paper, because it is usually belated in its news, the "secular" daily papers having forestalled it; is unappreciated in its discussions, because not so many church people or religiously inclined people nowadays care for sectarian argument; and is poorly edited, because the ablest writers are not found in the sectarian class.

Liberality as to points of creed is characteristic of the church-goer of today. However, Roman Catholics never question their church councils. Nothing, therefore, said here as to the decadence of the religious papers applies to Roman Catholic publications, nor in its strongest sense to a few other publications, those of the Seventh-Day Adventists and Christian Scientists, for example.

Each of the Protestant bodies—Methodists, Presbyterians, Baptists, Episcopalians, Congregationalists, Dutch Reformers, etc.—has a relatively small number of members that reads its church organs diligently; the number of Hebrews reading their church organ is relatively larger.

There are a few strictly orthodox organs that, while being very tolerant, appeal to all Protestants. The Christian Herald, the Christian Endeavor World, and the Sunday School Times, all weeklies, are examples. The broadly religious publications, with little sectarian color, are represented in the Outlook, a weekly. Temperance also has its organs and a very loyal following.

The best of the religious publications are good mediums, and undoubtedly command more than ordinary confidence from their readers. The religious publications that circulate mostly within one state or a few states also reach a large agricultural element.

In contracting for space with the religious publications of smaller circulation, it is well to be sure of actual circulation figures and to offer a lower rate than that asked.

A number of Protestant religious publications have merged their advertising interests and offer a combination rate.

TABLE IV

COST OF ADVERTISING IN RELIGIOUS PUBLICATIONS

Kind and Location of Publication	Asserted Circulation	Line Rate	Space Discount
Weekly, Pittsburg	33,906	.25	40 per cent. for 2,000 lines or 26 insertions
Weekly, New York	228,852	1.25	20 per cent. for 1,500 lines or 52 insertions
Weekly, New York	109,417	.50	No discount
Monthly, New York	46,416	.25	21 per cent. for 1,200 lines
Weekly, Kentucky	21,761	.17	41 per cent. for 2,800 lines
Monthly, Illinois .	52,632	.25	No discount

49. Cost of Advertising in Religious Publications. The cost of advertising in religious publications may be estimated from the rates of some of the most prominent ones; these rates are given in Table IV. As usual, the rates of publications with small circulations are proportionately higher, and the publishers of these are reticent about circulation figures, preferring to give the number of post offices reached or a liberal estimate of the number of readers, rather than actual figures.

50. Column Widths of Religious Publications. There is so much diversity in column widths among religious papers that new rate cards or an up-to-date directory should be consulted before preparing copy. The range is all the way from 13 to 16 picas.

AGRICULTURAL PUBLICATIONS

51. Agricultural publications are issued both weekly and monthly. The weeklies that circulate among farmers

TABLE V

COST OF ADVERTISING IN AGRICULTURAL PUBLICATIONS

Kind and Location of Publication	Asserted Circulation	Line Rate	Space Discount
Weekly, New York . .	100,993	.60	30 per cent. on 1,000 lines
Weekly, Ohio	100,000	.50	25 per cent. on 1,500 lines
Weekly, Kansas . . .	37,672	.25	36 per cent. on 2,000 lines
Semimonthly, Indiana	165,833	.75	No discount
Semimonthly, Georgia	50,833	.20	No discount
Monthly, Missouri . .	104,458	.40	5 per cent. on 2,500 lines
Monthly, Indiana . . .	196,028	.60 to $1 According to season	
Monthly, Pennsylvania	44,833	.20	No discount

are largely the weekly or semiweekly issues of city dailies; such publications are therefore classed as both agricultural papers and weekly newspapers. The St. Louis Republic (daily) has a weekly edition whose circulation is larger than the daily edition. Other examples of the weekly agricultural newspapers are the Atlanta Constitution, of Atlanta, Georgia, and the Tribune Farmer, of New York City.

These weeklies are, however, only semiagricultural, although they circulate among agriculturists. There are a number of both weekly and monthly publications prepared especially for farmers and carrying advertising particularly adapted to the needs of farmers. A few of these are considered as authorities in regard to agricultural matters and are strong mediums. The second-rate farm publications do not have a strong hold on the interest of their readers and have less strength as mediums.

52. Cost of Advertising in Agricultural Magazines.—Some idea as to the cost of advertising in agricultural papers may be had from Table V.

53. Column Widths of Agricultural Publications. Most agricultural publications use the 13-pica column and have a much larger page than the standard magazine. There are a number with the $13\frac{1}{2}$-pica column, and an occasional publication with a column 14, 15, or 16 picas wide.

NEWSPAPERS

VALUE OF THE NEWSPAPER

54. Considering it from every point of view, the **newspaper** is more important than any other single class of mediums. It may be used for both local and national campaigns and is adapted to some lines of mail-order advertising. In considering newspapers, the daily paper will be the main subject of consideration. The reasons, in detail, for the value of newspaper space will now be considered.

55. Newspaper as a Carrier of the News.—The newspaper is a part of the daily life of the people. Though a man may not read any magazine, if he can read at all, he is likely to read some newspaper; and the same is true of a woman. The news is almost as much a necessity in this day as are food and clothing. No other class of publications is so indispensable as the newspaper.

56. Local Interests.—Not only does the newspaper carry the news of the world, but it deals with political, social, industrial, and community interests, and this gives it a strong hold on its readers. Even the use of a paper by large department stores increases its value for other advertisers.

57. Concentrating Power of Newspapers.—The newspaper concentrates. A few daily papers have some national circulation and still more circulation within a radius of 500 miles of the office of issue, and some weekly newspapers have a circulation that spreads over a number of states; but excluding these exceptions, it will be found that the circulation of the daily newspaper is confined largely to the city and state of publication.

A statement from the Kansas City Star at the time this Section is being published shows the following distribution of a circulation of 132,822:

Home delivery in city . .	71,800, or 54 per cent.
News-stand sales in city .	682, or ½ per cent.
Mail subscriptions	16,559, or 12½ per cent.
Sold by out-of-town agents	43,782, or 33 per cent.
Total circulation in home city	72,482, or 55 per cent.
Total circulation outside of home city	60,340, or 45 per cent.

A statement at the same time from the Binghamton (New York) Press shows the following distribution of a total circulation of 20,639:

Home delivery	7,616
News-stand sales	942
Sold by newsboys	1,492
Mail subscriptions	3,343
Out-of-town agents	7,246
Total city circulation	10,050
Total outside circulation	10,589

A statement from a third paper, the Washington (District of Columbia) Evening Star, shows the following distribution of a circulation of 35,640:

Delivered to homes in city	24,755
City news-stand sales	3,388
Sold by newsboys	3,204
Counter sales	1,439
Out-of-city circulation, by mail	1,448
Sold by news agents	1,406
Total city circulation	32,786
Total out-of-city circulation	2,854

The very closely concentrated circulation of the Washington Evening Star may be partly explained by the fact that it is not published in a state and has no state interests.

There are other cases where the leading paper of a city has been shown by canvass to go into at least 75 per cent. of the occupied homes of the city. It is, therefore, an easy matter to cover any important city thoroughly by using its leading newspapers. Thus, while magazine publicity spreads, newspaper publicity concentrates. Though a magazine appropriation may be liberal, it will fail to make the strong impression in the average city that a liberal use of the city's daily papers would make. The newspaper enables an advertiser with a small appropriation to make a strong appeal to the people of one community.

58. Value of Reaching People Daily.—The newspaper, in addition to its concentrating power, has an additional value in that it reaches the people daily. It enables the advertiser to address his prospective customers weekly, twice a week, three times a week, or daily—just as he chooses. Aggressive newspaper advertising gives the people no chance to forget. If the weather or some event makes it possible for the advertiser to insert a timely advertisement, he can do so and get it before the people in a few hours. The copy may be changed every day. This power of the newspaper to reach so many people daily makes it the mainstay of the average retailer.

59. Confidence of Readers as a Factor.—The confidence that the readers of many newspapers have in the home paper that they read regularly, lends something to the value of the space. This "confidence value" would be greatly increased if the newspapers were as free from political and commercial influences and as vigilant in excluding fraudulent and objectionable advertising as are the best magazines. While the best newspapers now refuse to insert the indecent advertisements that were so common in newspaper columns a few years ago, a great many of the so-called high-grade papers still carry many advertisements that are obviously fraudulent or improper. Such advertisements not only tend to destroy general confidence in the paper but are positively injurious to the advertisers whose announcements are placed near the objectionable matter. An upright advertiser is justified in insisting that his appeal to the public shall not be placed near any medical or investment advertising that is wholly or partly fraudulent.

A recent careful investigation in one of the leading cities of the United States showed that the confidence of representative readers in the integrity of most of the newspapers is not what it should be. The same investigation showed that by far the most attractive features of newspapers are the local-news and the general-news columns.

60. Value of Home Circulation.—"Home circulation" increases the value of the newspaper for most advertising. Home reading not only means, as a rule, more attentive reading, but reading by a larger number of people. Generally speaking, newspapers are not read in the home to the extent that magazines are, but many newspapers are "home papers" to a great extent. The weekly and Sunday newspapers excel the daily editions in this respect; and in the daily field, papers delivered at homes and those sent out on mail subscriptions have greater home-reading qualities than those sold on the street and at news stands, for the simple reason that the paper delivered at the home is less likely to miss getting into the home.

MORNING PAPERS AND EVENING PAPERS

61. Both morning and evening newspapers have good arguments in their favor. The morning papers that go to homes reach there early in the day—before the housekeeper starts out to do the day's buying—and the advertisements are consulted just when they are likely to serve as guides for the day's shopping. The evening papers, on the other hand, reach readers at the time when the day's work is done and when they have the most time and inclination for reading.

There is, of course, a proportion of both morning and evening newspaper circulation that is only "street circulation," being read on the street, in the car, the hotel, the barber shop, etc., and then thrown away; and while this may not detract from the value of the medium so far as the advertising of men's goods is concerned, it does detract from its value as a medium for reaching women.

62. The morning papers are most likely to be read by business men and their wives—people that have a little time to read a newspaper before taking up their duties for the day. Such newspapers usually have quality of circulation, but lack quantity. Their subscription price is, as a rule, higher than that of evening papers, and their street sale is smaller. They are good mediums for advertisers that cater to people of culture and means, and, unless their circulations are very small, they are superior to evening papers for this class of advertising. Evening papers are most likely to be read by working people and by busy housekeepers that have no time to read morning papers. Such papers usually have a greater quantity of circulation but not as high quality. As a rule, the subscription price is lower than that of morning papers and their street sale greater. They are good mediums for advertisers that cater to the masses.

These conditions may be reversed, however, owing to the political or editorial policy of a paper. In some cities the morning paper has the largest circulation, either because a majority of the residents are of the same political faith or

because the policy of the paper is more acceptable to the majority than that of the evening paper. There are also cities in which the higher-priced paper is the evening paper. Of late years many high-grade papers that sold for 2 cents or 3 cents a copy have reduced the price to 1 cent. Therefore, the 1-cent paper is not necessarily the paper with the lowest grade of readers; the claim of publishers of 2- and 3-cent papers that their circulation is worth more is occasionally, but not always, sustained by facts.

63. Ordinarily, the retailer is familiar with the local papers and knows which has quality of circulation and which has quantity of circulation. He also knows whether his goods will appeal to the classes or to the masses or to both, and whether he can best afford to spend all his newspaper appropriation in one paper or whether he can use more than one. If more than one is used, he must decide how much to expend in each. This will depend on what number of probable customers each paper can reach for a given amount of money. The patronage of the local advertiser incidentally furnishes the general advertiser a clue to the character of a newspaper's circulation.

No reliable statistics showing the average number of readers to a copy of the average newspaper are available. It is certain, however, that the newspaper does not pass through so many hands as does the magazine. Its life is not so long. Usually, when a daily newspaper is a day old, its usefulness is ended. The weekly newspaper has a longer life, particularly if it goes into the home of a family where no daily papers are received.

WEEKLY NEWSPAPER

64. The decreased subscription price of the daily paper and the improvement in mail facilities—such as rural free delivery—have resulted in an encroachment of the daily on the former exclusive field of the weekly.

The weekly paper still holds sway in the small towns, villages, and rural districts and will always be an adver-

tising factor to be reckoned with, but its scope has diminished in favor of the dailies from the large cities and the new dailies springing up in growing towns. As already mentioned, there are a number of weekly and semiweekly newspapers (usually published by the proprietor of a daily newspaper) that enjoy a wide circulation in their own state and sometimes over a number of other states.

The families that subscribe for weekly newspapers and receive no other, give them more attention than the average daily newspaper receives.

65. "Patent" Insides and Outsides.—Many weekly newspapers have **patent insides** or **patent outsides.** These terms refer to pages that are already printed on the paper when the publisher of the weekly newspaper receives it. These "patent" pages usually contain cheap stories, general matter, and general advertisements; they save the publisher something in the cost of composition, but the "patent" newspaper is inferior to the "all-home-print" newspaper. Other publishers of weekly and daily newspapers use plated reading matter (usually called "boiler plate") to save the cost of composition. This, too, is inferior to home-print matter, principally because the matter is not newsy and does not pertain to local affairs.

POSITION AND RATES FOR NEWSPAPER ADVERTISING

66. The position required for a large newspaper advertisement is not so important as that for a small one. A half-page advertisement will be seen no matter where it is placed in the newspaper, but a 4-inch single-column advertisement, if not placed judiciously, may be so obscure that it will be seen by only a small proportion of the readers.

67. Choice of Pages.—There are only a few newspapers that sell space on the first page, and these usually sell only 1 or 2 columns. The choice pages are usually the

all local news pages, the general news page, the last page, the editorial page, and the page opposite the editorial page.

Of course, if the article to be advertised is in the line of sporting goods, then the sporting page is the best place. Likewise, the literary or book-review page would be the best for the advertisement of a new book, unless the book appealed to a class more likely to give attention to some other page. A successful advertiser of an article purchased exclusively by women always tries to have a 2-inch advertisement of his own inserted on a page with a large dry-goods advertisement, because he knows that women are sure to give attention to pages of this kind. Some newspapers ask a special rate when they are requested merely to put the advertisement on a special page; others do not charge extra for this favor. Advertisers in weekly newspapers nearly always specify "position on home-print page."

68. Full Position.—A position at the top of a column with reading matter along one side, or a position below and immediately following reading matter and with reading matter along one side, is known as **full position, or preferred position.** When an advertisement is on the most suitable page and has this position, it is placed most advantageously. An advertisement placed alongside of reading and having reading matter under, might have a "good position," but it would not have full position. Sometimes the term *special position* is used synonymously with full position, or preferred position, but as some newspapers regard other positions as special, it is better for the advertiser to be on the safe side and stipulate just what position his advertisement shall occupy and what page it is to appear on—if he has any preference. The Sterling piano advertisement shown in Fig. 4 is in full position, as is also the reading-notice advertisement shown in the lower right corner of Fig. 5. The Guardian Trust Company advertisement in Fig. 5, with reading on three sides, has more than full position.

69. Charges for Full Position.—A charge varying from 25 to $33\frac{1}{3}$ per cent. more than regular rates is made by

STATE POLICE COMBAT BLACK HAND GANG

Pennsylvania Constabulary Doing Good Work In Breaking Up Lawless Societies.

FOUR TROOPS OF FIFTY MEN.

Unique Organization Has Secured Conviction of Several Leaders in the Coal Regions.

In Pennsylvania a means has been found of curtailing the murderous activities of that organization, which, under the name of Black Hand, has been committing outrages all over the United States.

While the police force of the City of New York is powerless to prevent the almost daily murders and outrages that mark the work of the Black Hand in the metropolis, while postal inspectors are striving to find means by which the Postmaster General's department can prevent Uncle Sam from innocently acting as the agent who carries dread threats, and while special laws are being enacted in some states and legislation may be introduced into Congress at the next session, the Keystone State, through its own normal police machinery is steadily stamping out every vestige of this Italian outlawry.

The work is being done through the State Constabulary, an organization unique in the United States. It consists of four troops, each made up of a captain, lieutenant, five sergeants and fifty men. The force, under the command of Captain John C. Groome, has been most carefully made up of picked men, and there are many noted athletes, rough riders and men who made reputations in the short lived Spanish-American War, included in the number.

This organization is entirely separate from any local police organization, and takes precedence in authority anywhere it goes. The superintendent, Captain Groome, can compel local authorities to give aid to his men, though usually he prefers to work alone.

The original intention in creating the State Constabulary was to have available at all times a well equipped force that could be moved quickly from place to place when turbulence or disorder too great for the strength of the local authorities necessitated outside help. Particularly was it expected that the State Constabulary would have its work cut out in the coal regions, where thousands of foreigners, unfamiliar with American institutions, and in many cases out of sympathy with them, were too strong to be handled by city and town police or county squires.

It was feared at first that the unlimited powers of the State Constabulary might lead to friction with local police and at first there were some hints of difficulty, but in its two years of existence the new body has done such valuable work that it is welcomed everywhere in times of disorder.

Undoubtedly the best of its achievements has been the recent triumph over the Black Hand. It has been stated that the breeding ground of this dread Italian organization in this country was the anthracite coal district of Pennsylvania. Certain it is that in the district whose biggest cities are Wilkes-Barre and Scranton its first serious outrages are noted.

In Pennsylvania the first display of the power of the Black Hand was dissolved in a curious system by which a whole community of miners was made to pay tribute [illegible] years ago [illegible] space [illegible] Eagle. [illegible]

Bitter Truths about Pianos

There was a time when the name piano suggested to everyone not only a high idea of art but a sentimental feeling of art. Unfortunately, commercialism or the love of just making money seems to be changing the very meaning of the word piano. To-day hundreds of so-called pianos are run through factories like lawn mowers or sewing machines. The business of these factories is making pianos for the trade. The name of the real maker is hidden from the public—the general store buys these makers' pianos by the yard, stencils its name upon them, and with flaming advertisements claims authorship to a great artistic instrument. A so-called bargain price sweetens the bait and the unfortunate purchaser soon starves his very soul for the want of the real music which he never gets. Whether or not you buy a

Sterling

with a genuine artistic record of nearly half a century, do buy a piano that has a reputation at stake, then you will at least get something that will cultivate your highest sense of the true and beautiful in music, as well as prove a safe money investment. We have more than 400 pianos in stock—reputable pianos, that carry a genuine guarantee; pianos that will protect your interests. We have them at the lowest price for which a good piano can be made to the highest priced piano it is possible to manufacture.

The Sterling Piano Co.

HEAD WAREROOMS,
518-520 Fulton Street, Cor. Hanover Place, Brooklyn.
OPEN SATURDAY EVENINGS.
BEDFORD BRANCH, 1234 BEDFORD AVENUE.
Open Monday, Wednesday and Saturday Evenings.

FORMER EAGLE HUMORIST NOWA BAPTIST MINISTER

Robert J. Burdette Presides Over Auditorium That Seats 5,000 Persons.

LIVES IN MISSION PALACE.

His Sermons a String of Pretty, Pleasant Thoughts—His Conception of Humor.

(Correspondence of the Eagle.)

Pasadena, Cal., Aug. 17—Robert J. Burdette, who [illegible] years ago [illegible] space [illegible] Eagle, [illegible] designed for the parade of Fifth avenue; his fine manners would grace a French salon; his pleasant ways would win a stranger. Everything around him was fresh, new and costly. What a contrast between his present luxurious surroundings and the days when he was writing funny stuff in that earlier day. I mentioned it to him and he smiled.

"Quite different, Dr. Burdette."

"Yes; not quite the same."

"Excuse me for not calling you doctor. I'd rather call you Bob to-day. It seems more natural. Have you a hankering to go back to the grind?"

"You know a man who once gets ink on his thumb is never able to get it off," he said, slowly. "I always like to see the newspaper boys, and I often think I'll go back to the turn in the road; but it's fifteen years since I was of the fraternity."

What "the Fellows" Are Doing.

"Is newspaper humor growing dull, Dr. Burdette, since your day?"

"Not at all; it's better than ever. Nothing in our day like the oceans of bright stuff found in our big papers. F. Peter Dunne and his 'Dooley' papers is but one instance in dozens." [illegible] you keep track of what [illegible] doing.

We never have permitted and never will permit any one to undersell us or successfully to dispute our supremacy in any branch of our business.

THE [illegible] FAIR

Men's Fall

MoistureProofSho
For Women.
The A. & S. $3.50 Co
Filled Footwear.

Footwear that will [illegible] you dry shod in anythi[illegible] a deluge. These cork [illegible] black Russia calf Shoe[illegible] women, with welted ex[illegible] sion soles and medium rou[illegible] last, with low heels, are [illegible] the proper thing for F[illegible] weather, when the pos[illegible] bility of a shower at ar[illegible] moment is great.

Easy fitting, easy wear[illegible] and give lasting satisfactio[illegible] in lace and button styl[illegible] $3.50 a pair.

Writing Paper,
15c. Value, at 5c. a Q[illegible]
Hurd's 15c. Fre[illegible]
Chiffon Paper 5c. qu[illegible]

Thousands of quires of[illegible] popular fabric finish Pa[illegible] have been sold during the pa[illegible] month. It is the most wo[illegible] derful bargain in quire Pa[illegible] we have ever offered. [illegible] French chiffon finish [illegible] white, blue and gray. [illegible] size is Douglas, most favo[illegible] for letter writing. Envelo[illegible] are 7c. a package.

Belgian Ch
The "Deauv[illegible]

This remarkable Broad[illegible] examined by most of the b[illegible] one and all agree that it is [illegible] that has been woven to sel[illegible] wide. French costume sha[illegible] yard.

The "Anchor D[illegible]

39

FIG. 4

...ill, chairm... ...tions of Sou... ...h avenue tunnel, to-day ...ving committee: ...re Governor Hughes: ...hairman; A. V. B. Jenkins, Kenneth F. ...J. Murphy, W. W. Car... ...more, Thomas F. Freel, ...s G. Clark, William ...tenbury, Jeremiah J. ...ynahan, William J. ... Butler, William M. ...W. Singleton, August ...as N. Bowles, William ...ank T. Hutson, William ...e E. Peale, C. C. Shubert, ...nbs, James F. Farrell, ...ire, Joseph P. Connell, ... Charles S. Devoy, ...Marcus Campbell, P. ...nelly, Morris Nason, ...McCormick, David B. ...eaver, I. Tarabis, Ed... ...: William A. Frender... ...ron.

...plan of organization, ...ntyre, Thomas F. Freel ...nahan.

...consider legal matters, ...ns. James P. O'Neill, ...Elmer S. White, Wil... ...l, Martin P. Lynch, ...Andrew F. Van Thun, ...and the president and ...committee.

HOOTS AT TROLLEY.

Badly Injured Because Entered Melon Patch.

...ptember 25—As the re... ...mping off a special trol... ...with fifty-seven exposition ...rned to their work, and ...watermelon patch of R. T. ...the car stopped for sig... ...Mason's Creek drawbridge ...sition grounds to-day, the ...farm blazed away with a ...d entering the car and ...ide. There were many ...from serious injury. ...ruck the injured mostly ...and the nose of one pas... ...estrated. The worst in... ...Mattie Graham, a con... ...ment clerk, who suffered ...d and is now in the Po... ...spital on the exposition ...here more seriously hurt ...by, F. M. Brown and John ...rtunately for those on the ...re fired at a distance of ...was great excitement on ...whose passengers were ...

...ntered the melon patch ...A warrant of arrest has ...t against Farmer Powell.

WITH AUTO THEFT.

...stbury Man Whose ... Wrecked Are Ar... ...n Suspicion.

...to the Eagle.)

...L. I., September 25—Last ...rted in the Eagle, an auto... ...ing to William G. Park, of ...as stolen, it being found ...ner on the side of the ...pe from the house, the ...een run into a tree and

...A Bond and Robert Des... ...employed on the Park place, ...It being suspected that ...ook the machine out, ran ...y into the tree and then, ...accept the blame, let it be ...t the machine had been ...

...to which M... ...was ... ...and Benjamin ... ...peared as ...woman's counsel. The hearing before Magistrate Hylan this morning was long. The accused denied the assault and decision was reserved. In the course of his story the lawyer said that he did not know if he had assaulted the defendant after the original attack, b uthe knew that two fingers of his hand were broken in the scuffle.

SAFEGUARDS FOOD STUFFS.

Exportation Forbidden in Order to Reduce Prices to Poor.

Constantinople, September 25—With the view of further alleviating the distress caused by the high prices here of the necessaries o Ylife, the government has entirely prohibited the export of wheat from the villages of Uskup, Monastir, Salouiki, Adrianople, Erzeroum and Smyrna, and from the ports of the Black Sea and Sea of Marmora.

In addition to the exemption of foreign wheat from duty, imports of foreign flour are only subjected to a duty of 7 per cent., while the usual tax of 2 per cent. has been abrogated on arrivals from the parts of the empire not included in the prohibited area.

RUMORS FROM MOROCCO.

Mulai Hafid's Star Believed to Be Waning There.

Paris, September 25—The chief interest of the French government at present is in the question whether Mulai Hafid will contest by force of arms for the sultanship with his brother, Sultan Abd-el-Asis. The advices on the subject are most tcontradictory. Some say that the entire southwest of Morocco is enlisted under Mulai Hafid's standard and that his half brother, Mulai Rachid, with a strong army is already marching on Rabat.

Other advices, regarded as more reliable, say that Mulai Hafid's star is waning, that he is without money, that his army is fading away and that he is seeking a pardon.

FARRAGUT VETERAN DEAD.

New London, Conn., September 25—Alexander Mack, who served as captain of the maintop of the Brooklyn in Admiral Farragut's squadron at the capture of Mobile on August 5, 1864, died last night, aged 71. He lost his left arm, was shot through both legs and had eleven other wounds in that engagement, yet he survived, and served in the navy as a boatswain from 1872 to 1889. He was given a medal for bravery by Congress.

SAID THEY HAD NO LICENSE.

Charged with conducting an undertaker's business without possessing a proper license, William Ringe of 469 Seventh avenue, and John W. Woods of 46 South Third street, whe held for the Court of Special Sessions when arraigned in the Flatbush court before Magistrate Steers, this morning. William Boardman of 8 Clinton street, who is president of the Kings County Undertakers Association, was complainant against the men.

Interest on Your Bank Deposit

Is equivalent to an additional deposit at regular intervals. Both deposit and interest subject to check, with equitable rates of interest.

Guardian Trust Co.
OF NEW YORK.
170 Broadway, cor. Maiden Lane.

...ir ... ...The ... ...by Po... ...liceman Doyle of the ... ...ford avenue station, who passed along just as the boys were leaving the store by way of the fanlight. He seized both and took them to the station house, where they were locked up.

COLD AT THE TROPICS.

At Twelve Miles Up in the Air It Is 148 Degrees Below Zero.

Dresden, Saxony, September 25—At this meeting to-day of the Congress of German Scientists a remarkable statement was made by Professor Hergesell of Strassburg University that atmosphere at high altitudes is the coldest over the Equator and the warmest above the poles. This surprising result, he explained, was determined by balloon ascents, made during the month of July in various latitudes, under the auspices of the international committee which has been investigating the atmosphere at high altitudes.

The observations, which were taken with automatic instruments attached to unmanned balloons, have not yet been worked out in details, but Professor Hergesell finds his conclusions abundantly proved through the data thus collected. Ballons which reached altitudes of eleven to twelve and one-half miles in the tropics were found to have registered about 148 degrees below zero, Fahrenheit, while in the latitude of Central Europe that temperature was only 76 to 85 below zero at the heights indicated.

Another fact established by these balloon ascents is that the greatest cold of the upper atmospher eis reached at heights from six to six and three quarter miles, varying somewhat in different parts of the world. Above these heights, contrary to the assumption of scientists hitherto, the air actually grows warmer. This warmer strata of air is deduced to be highest at the Equator and lowest at the Poles, where it is estimated to begin at about four and one-third miles. Professor Hergesell concludes that the atmospheric conditions affecting the weather do not reach higher than seven miles.

GOEBEL'S BROTHER DENIES IT.

Says There Is No Truth in Story About Turner Igo.

Phoenix, Ariz., September 25—Justus Goebel, a brother of the late Governor Goebel, of Kentucky, residing in Phoenix, commenting on the affidavit made by a woman in Richmond, Ind., who alleges that Governor Goebel was killed by Turner Igo, at the instigation of the son of John Sanford, says the story is pure fabrication. He says the facts as set forth in his affidavit are so at variance with the proved facts, that they cannot be considered.

He denies that the prosecution of any person is a political persecution. He says that the only persons inferested in the prosecution are himself and his brother, Arthur, of Cincinnati, and such friends as may aid them in avenging the death of the Governor. They have no desire to convict an innocent man, and thus shield the real murderer, and for this reason they have followed every reported clew, each of which, if not utterly discredited, was finally traced back to Taylor and Powers. Continuing, he said:

"The prosecution, which has been conducted without abatement of enthusiasm for eight years, will be conducted as long as there is a Goebel, young or old, alive, and until the guilty parties have been brought to justice. We will get Goverpor Taylor sooner or later, as he cannot always find an asylum in Indiana."

...ember ... H. Choate, ... the American delegation to the peace conference, is ready to acknowledge the defeat of his pet scheme for the establishment of a permanent court of arbitration here, but he and James Brown Scott, Solicitor of the Department of State at Washington, and a member of the delegation, are doing everything possible to induce the majority of the delegates to adopt Mr. Choate's last proposal, namely, the election of fifteen judges of the court by a direct vote of the government in the forthcoming plenary sitting of the committee on arbitration.

Sir Edward Fry (Great Britain) opposes the American plan, and suggests that the project be submitted to the governments for study.

Dr. Ruy Barbosa (Brazil), M. Merey von Kapos-Mere (Austria) and Baron Barschall von Biebersteln (Germany) maintain that as it is impossible to agree on the selection of judges, it is useless and unfair to recommend to the governments a scheme which the committee has approved only conditionally and subject to a solution of the question of the election of judges.

MORNING MOTOR RACES OFF.

It was the intention of the Motor Boat Club of America to run this morning the one nautical mile championship, which ended in a fiasco yesterday. Several of the boats, however, were being repaired, and inasmuch as the water conditions were not favorable, it was decided to postpone the event until to-morrow.

This afternoon the programme consisted of races for various classes. The boats have all been repaired and will be able to start in the respective events.

YOUNG BOY MISSING.

The police of the Fifth avenue station were notified this morning that Henry Berglund, aged 12, of 468 Twentieth street, had been missing from home since early yesterday morning. A general alarm was sent out for him.

PUTS THE "GINGER" IN

The Kind of Food Used by Athletes.

A former college athlete, one of the long distance runners, began to lose his power of endurance. His experience with a change in food is interesting.

"While I was in training on the track athletic team, my theme was a task, until after I was put on Grape-Nuts food for two meals a day. After using the Food for two weeks I felt like a new man. My digestion was perfect, nerves steady and I was full of energy.

"I trained for the mile and the half mile runs (these events which require so much endurance) and found the long daily 'jogs,' which before had been such a task, were clipped off with ease. I won both events.

"The Grape-Nuts food put me in perfect condition and gave me my 'ginger.' Not only was my physical condition made perfect, and my weight increased, but my mind was made clear and vigorous so that I could get out my studies in about half the time formerly required. Now most all of the University men use Grape-Nuts for they have learned its value, but I think my testimony will not be amiss and may perhaps help some one to learn how the best results can be obtained."

There's a reason for the effect of Grape-Nuts food on the human body and brain. The certain elements in wheat and barley are selected with special reference to their power for rebuilding the brain and nerve centres. The product is then carefully and scientifically prepared so as to make it easy of digestion. The physical and mental results are so apparent after two or three weeks' use as to produce a profound impression. Read "The Road to Wellville," in pkgs. "There's a reason."

FIG. 5

publishers for putting advertisements in full position. For putting an advertisement merely next to reading matter, the extra charge is usually 15 to 20 per cent. Not all publishers are able to get advertisers to pay these extra charges, however. Publishers of the larger papers do so, but a great many—most newspaper publishers, in fact—in order to get a large order, have to promise special position without extra charge.

70. Size and Space for Full Position.—Practically all large newspapers have some regulations concerning the size of advertisements that are to go in special position. These regulations are by no means uniform. Some papers will sell special positions to very small advertisements (see the Guardian Trust Company advertisement, Fig. 5), while others require special-position advertisements to be at least 4 inches deep. The reason for the extra charge is due to the superior location and to the fact that a publisher can give such position to only a limited number of advertisements.

71. Run of Paper.—Advertisements that the publishers accept without agreeing to give special position are said to take **run of paper** (sometimes abbreviated to *r. o. p.*); that is, to go wherever the publisher or his make-up man finds it most convenient to run them. Most large copy is placed in this way, the size of the advertisements being such that they cannot be made obscure.

72. General Cost of Newspaper Advertising.—In the general advertising field, large advertisers figure on paying in the neighborhood of one-seventh of a cent a line per thousand of circulation for the newspaper space they buy; this would be 1 cent a line for a circulation of 7,000, or 5 cents a line for one of 35,000. The average is a fairly low one and can be arrived at only by using papers of large circulation and by buying enough space to get the minimum rate. Papers with circulations of less than 25,000 usually ask a higher rate than 1 cent a line for each 7,000, and some publishers that claim superior quality of circulation ask at least double this rate. This leads up to the conclusion that

papers with large circulation sell their space at a cheaper price than those with small circulations, and this is nearly always true. Inexperienced advertisers frequently err in selecting a paper that offers a low rate when the paper with a rate double that of the cheap paper may have a circulation three or four times as great. Such advertisers injudiciously base their decisions on the appearance of the paper and their advertisement in the columns, forgetting that quantity and quality of circulation are always the important considerations when fixing the value of a newspaper, and that quantity is usually the more important.

The best newspapers maintain their rates, but rate-cutting is one of the evils of the newspaper field. The fact that many publishers will cut their rates in half, forces advertisers to pursue a "dickering" policy; that is, to start with a small offer to the publisher and gradually increase it, creating the impression that a competitive paper will be used if the offer is not accepted.

NEWSPAPER ADVERTISING TERMS

73. In order to estimate the cost of newspaper advertising more specifically, it is necessary to reproduce some rate cards and to explain the technical terms peculiar to newspaper rates.

74. Flat Rate.—A rate that remains the same regardless of the size of the advertisement or the number of insertions, is called a **flat rate.** Such a rate is seldom offered by papers of small circulation, for it is to their interest to encourage advertisers to make long-term contracts in order to secure a low rate. It is usually the paper of large circulation that has the flat rate, although only a few newspapers have so far adopted a strictly flat rate. Most large papers have a fixed rate for display advertising up to a certain amount of space, with various discounts when larger quantities of space are used. In Fig. 6 is shown a specimen rate card, adapted from that of a Philadelphia paper of large circulation. This

paper, however, does not offer a flat rate but gives discounts on certain quantities of space.

DISPLAY ADVERTISING

Daily and Sunday

	Per Agate Line
General rate	25c
Specified page	28c
Next to reading	30c
Following and next to reading	35c
Bottom of column, following and next to reading	40c
Reading Notices, Starred, ***	$1.00

(Financial, Amusements, Excursions, Turf, Building Associations, Proposals, Dividend Notices, Annual Meetings, Special Notices, Business Changes, etc. take general rate; New Publications, 15c per line net.)

DISCOUNTS ON YEARLY ORDERS

For either space or insertions; not both

Lines	*Per Cent.*	*Insertions*
2,500	2½	26
5,000	5	52
7,500	7½	156
10,000	10	312

These discounts apply on monthly bills when advertising is on contract, otherwise are rebated at the end of every 12 months.

Two per cent. cash discount on all bills paid by the 15th, all bills due by the 25th instant without discount.

MINIMUM FOR BREAKING COLUMNS

Adopted by the Philadelphia morning papers

Lines	*Columns*	*Lines*	*Columns*
50 . . . across . . .	2	125 . . . across . . .	5
75 . . . across . . .	3	150 . . . across . . .	6 or 7
100 . . . across . . .	4	168 . . . across . . .	8

Exception for "run of paper" 25 lines across 2 columns.

Length of column, 336 lines; width 13 ems pica; 8 columns to page.

FIG. 6

75. Variable Term Rates.—Rates that vary according to the number of insertions of the advertisements, are known as **variable term rates.** For instance, according to

specimen rate card shown in Fig. 7, which is adapted from that of a paper of 20,000 daily circulation, the rate for a 6-inch, single-column advertisement, to be inserted daily for 1 month, would be 50 cents an inch, each insertion. If the advertisement were to run 3 months, the rate would be reduced to $37\frac{1}{2}$ cents an inch, each insertion.

ADVERTISING RATES

Transient Rate, $1 per inch, for each insertion.

Advertisements running 1 week, 75 cents per inch, for each insertion.

Advertisements running 1 month, 50 cents per inch, for each insertion.

Advertisements running 3 months and upwards, $37\frac{1}{2}$ cents per inch, for each insertion.

To secure the minimum rate, at least 5 inches must be inserted every day for 3 months.

Full position, 25 per cent. extra. Alongside reading matter, 10 per cent. extra.

No full position for advertisements less than 3 inches, except by special arrangement.

Telegraph readers, 35 cents per count line. Local readers, 25 cents per count line.

Display contracts not completed will be charged for at short-term rates.

SCHEDULE OF PRICES FOR WANT ADVERTISEMENTS

For Rent, For Sale, Real Estate, Lost, Found, Agents Wanted, Business Opportunities, Money to Lend, $\frac{1}{2}$ cent per word for each insertion.

Situations wanted, three lines free. Excess, $\frac{1}{2}$ cent a word.

Help wanted, $\frac{1}{2}$ cent a word.

All other classifications, 1 cent a word for each insertion.

No advertisements inserted for less than 10 cents.

Terms:—Cash, invariably in advance.

FIG. 7

76. Variable Space Rates.—Rates that vary according to the total amount of space used in a stated period (usually 1 year) are called **variable space rates.** These are also called "Bulk-Space Contract Rates." Thus, according to specimen rate card shown in Fig. 6, if 2,500 lines were used

DISPLAY—RUN OF PAPER

Regular Insertions, Agate Measurement—14 lines to the inch. Minimum, 1 inch

Every day	*Every other day*	*Twice a week*	*Once a week*
1 day . . 14c	. . . . .	. . . . .	. . . . .
3 days . 13c	. . . . .	. . . . .	. . . . .
1 week . 12c	13c	. . . . .	. . . . .
2 weeks . 11c	12c	. . . . .	. . . . .
1 month. 10c	11c	12c	13c
2 months. 9½c	10c	11c	12c
3 months. 9c	9½c	10½c	11½c
6 months. 8c	9c	10c	11c
1 year . . 7½c	8c	9c	10c

DISPLAY—OPTIONAL—RUN OF PAPER

Space to be used at option of advertiser within 1 year

1,000 lines 13c	5,000 lines 10c
2,000 lines 12c	7,500 lines 9½c
3,000 lines 11c	10,000 lines 9c
20,000 lines 8½c	

SPECIAL POSITIONS

Top of column next to reading, or first following and next reading (42 lines minimum), 33⅓ per cent. extra. Next to reading, 20 per cent. extra—any specified page 10 per cent. extra. Display advertisements ordered in body type (nonpareil) for full position must have a distinctive heading and be preceded or followed by cut-off rule.

READING NOTICES

Preceded by pure reading, with cut-off rule, set in body type (nonpareil), single insertion 50 cents a line; 500 lines, 40 cents.

Telegraphic readers are charged for at regular reading-notice rate. No advertising is inserted on first or editorial page.

CLASSIFIED "WANTS"

One cent a word each insertion, the count including the words indicating the classification and the address. If ordered set in lines, 8 cents a line. No advertisement taken for less than 10 cents. Agate capitals double price. Display type not allowed.

SPECIAL RATES

Schools, Colleges, Hotel, Resorts, Transportation Lines, Books and Periodicals, and Mail-Order Advertisements, 10 cents a line (flat rate). Amusements, 14 cents a line.

Transient page rate, $275; half page, $150; quarter page, $80.

GENERAL INFORMATION

Width of columns, 13 ems pica—2⅛ inches. Length of column, 300 lines, agate. Eight columns to page.

FIG. 8

in 1 year, the rate would be the general rate, less $2\frac{1}{2}$ per cent. As the general rate is 25 cents a line, the advertiser contracting for 2,500 lines would have a net rate of 24.375 cents a line. If 10,000 lines were used within 1 year with this newspaper, the rate would be 25 cents, less 10 per cent., making the net rate $22\frac{1}{2}$ cents a line. In the figuring of rates, it is customary to deduct all discounts (except the cash discount) from the rate per line, thus getting the net line rate as a basis for other calculations. If special position is to be purchased, and the publication charges a fixed percentage for full position, as does the paper whose rates are shown in Fig. 7, the general net rate should first be found, and the percentage for full position added; this should then be multiplied by the number of lines to be used. Suppose, for example, that an advertiser used space continuously for 3 months. Buying space according to card shown in Fig. 7, he would be entitled to a rate of $37\frac{1}{2}$ cents an inch. Adding 25 per cent. to this for full position, the rate would be brought up to $46\frac{7}{8}$ cents an inch. If an advertiser bought 5,000 lines with a paper having rates like those of card shown in Fig. 6, and stipulated that his advertisements must be placed next to reading, his net rate would be 30 cents a line, less 5 per cent., or $28\frac{1}{2}$ cents. In the rate card shown in Fig. 6, the charge for position is merged with the other rate, but most papers have a fixed percentage charge of from 20 per cent. to $33\frac{1}{3}$ per cent. extra for full position.

If a publisher has one rate for the user of 5,000 lines and a lower rate for the user of 10,000 lines, an advertiser using 7,500 lines would be entitled to only the 5,000-line rate.

77. Suppose it is desired to find the cost, when dealing direct with the publisher, of inserting 15 double-column advertisements 3 inches deep, next to reading, and 10 triple-column advertisements 75 lines deep, run of paper, in the newspaper represented by the card shown in Fig. 8, which is adapted from that of a western newspaper of 75,000 circulation. As each double-column advertisement contains a

total of 84 lines, the total amount of space occupied by the small advertisements would be $84 \times 15 = 1{,}260$ lines. The triple-column advertisements would contain a total of 225 lines each. As there are 10 of these, the total number of lines occupied by the large advertisements would be $225 \times 10 = 2{,}250$ lines. Therefore, the total amount of space to be occupied by the entire series of copy would be $1{,}260 + 2{,}250 = 3{,}510$ lines. According to the rate card in Fig. 8, the use of 3,510 lines would entitle the advertiser to a rate of 11 cents a line. But as position next to reading is ordered for the small advertisements, the rate on these must be increased 20 per cent., making it $13\frac{1}{5}$ cents. Therefore, the cost would be as follows:

1,260 lines, at $13\frac{1}{5}$ cents a line	$166.32
2,250 lines, at 11 cents a line	247.50
Total cost	$413.82

It will be observed that an advertiser that will use at least an inch every day can get a rate of $7\frac{1}{2}$ cents a line with the newspaper using the card shown in Fig. 8.

DISPLAY

When matter is electrotyped, 15 cents per inch. When composition is required, 5 cents additional. No discount for time or quantity.

Special position, top of column alongside reading matter or first following and alongside reading, add 15 per cent.

READING NOTICES

Among pure reading, 7 cents per counted line.

Among other notices, 5 cents per counted line.

Classified advertisements—Wants, For Sale, Agents, etc.—half cent a word, each insertion, no advertisement taken for less than 10 cents.

GENERAL INFORMATION

Dimensions.—Eight to 16 pages, 7 columns to page, each $20\frac{1}{2}$ inches long and $2\frac{1}{8}$ inches (13 picas) wide.

No advertising accepted for first page.

All bills are payable on 1st of each month.

FIG. 9

78. Rate Per Line.—The rate charged for each agate-line space occupied by an advertisement is called the **rate per line.** Thus, if the rate is 5 cents a line, each insertion, a 4-inch advertisement would cost $\$.05 \times 4 \times 14 = \$2.80$ per insertion, there being 14 lines of old-style agate in an inch. It would make no difference whether the advertisement were set in 10-point or 12-point, or whether half the space were devoted to illustration or to white space, the total amount of space used would be measured and charged for on a basis of 14 agate lines to the inch. In a few papers, the rate is so much per nonpareil line, 12 lines to the inch.

79. Rate Per Inch.—The rate charged for an advertising space 1 inch deep and 1 column wide is known as the **rate per inch.** The space occupied by an advertisement is never charged on a square-inch basis, but on a column-inch basis. Thus, an 8-inch, double-column advertisement occupies 8 inches $\times$ $4\frac{3}{8}$ inches = 35 square inches, but is charged as 8 inches $\times$ 2 columns = 16 column inches. A great many smaller daily papers and most weekly newspapers charge by the inch rather than by the line, as shown in the specimen card, Fig. 9, which is taken from that of a daily having 6,000 circulation.

80. Extra Charge for Cuts or Large Type.—Some papers charge extra for the actual space occupied by the cut portion of an advertisement or for the displayed portion, if the display type is unusually large. This is done to discourage over-illustration or extravagant display. The number of newspapers imposing such restrictions is decreasing, for the simple reason that the restrictions are hindrances to securing orders for space.

81. Breaking Column Rules.—If an advertisement is 2 columns wide, it breaks the rule that runs between the two columns. If it is 3 columns wide, it breaks two such rules, etc.

There are still a few newspapers that make an additional charge for each column rule broken. In such a paper, it would cost less to run 10 inches single column than 5 inches

double column. Other papers decide on a minimum space that may be occupied by an advertisement that breaks column rules, as shown in specimen rate card in Fig. 6. The object of these restrictions is to prevent a small advertiser from spreading his advertisement over several columns, which spoils the appearance of the page and also prevents the proper display of other advertisements. If an advertiser in dealing with a large newspaper insists on running double-column advertisements that are only 2 inches deep, and the publisher's rule is that double-column advertisements shall be 3 inches deep, the publisher will run the advertisements with ½ inch of extra space at both top and bottom and charge for 3 inches double-column. It may be said, however, that large advertisers protest vigorously against paying for such extra space, and sometimes the publisher waives his rule. The difficulty may occasionally be adjusted by the resetting of the advertisements by the publisher in the space required by his rules.

Note the following from the card of a league of four newspapers.

On advertisements more than 1 column in width, the minimum number of lines to be accepted is as follows:

Columns	Lines Deep
2	28
3	35
4	56
5	84
6	98
7	140

82. Change of Copy.—None but papers having small circulation and low space rates make any charge for change of copy. Frequent change is necessary for securing the best results, and progressive publishers make their rates high enough to cover the cost of composition and will permit change of copy whenever desired. Many small dailies, however, and a great many weeklies still have different rates for electrotype matter and matter that must be set, as will be observed by referring to the specimen card shown in Fig. 9.

The specimen card shown in Fig. 10 gives some further interesting information. This card is adapted from that of a newspaper of 60,000 circulation. Note the minimum size of

DISPLAY RATES

Agate Measurement

		SPECIAL PAGES			
	R. O. P.	*First*	*Last*	*Editorial*	*Any other Specified*
One insertion	15c	20c	20c	18c	16c

DISPLAY CONTRACTS

(*To be used only for the business of the contracting advertiser and within a year*)

		SPECIAL PAGES			
	R. O. P.	*First*	*Last*	*Editorial*	*Any other Specified*
Advertising to amount of $100 net or over	11c	20c	20c	16c	12c
5,000 lines or advertising to amount of $250 net or over	10c	20c	20c	14c	11c
10,000 lines or advertising to amount of $500 net or over	9c	20c	20c	12c	10c
Contract for not less than 100 lines daily for 1 year	8c	20c	20c	12c	10c

READING NOTICE CONTRACTS

(*Per counted Nonpareil line*)

		SPECIAL PAGES	
	R. O. P.	*1st. Ed. and Last*	*Any other Specified*
Transient	20c	25c	21c
Contract for $100 net and over, to be used in 1 year	16c	20c	17c
Contract for $250 net and over, to be used in 1 year	15c	20c	16c
Contract for $500 net and over, to be used in 1 year	14c	20c	15c

RESORT AND EDUCATIONAL RATES

	1 Month	*3 Months*	*6 Months*
1 line per month	$1.50	$1.40	$1.30

First Page of Card

FIG. 10 (*a*)

advertisements for breaking columns. These cards show how necessary it is to study the rates and conditions of large newspapers before attempting to do business with them.

WANT ADVERTISEMENTS

Transient, 1c a word, each insertion, set solid. Displayed, 7c per line. 500 lines in want columns to be used as desired within 1 year, 5c per line. No smaller advertisements than 2 lines accepted. Agate type exclusively in want columns.

RULES FOR BUSINESS

Display matter is reckoned by agate measurement (14 lines to the inch).

In all paid reading notices, the rates are based on counted lines. A single line of reading matter, double price.

When position is to be had at all, extra as follows:

Next to reading matter only, 20 per cent. additional.

First following and next reading, 33⅓ per cent. additional. Top of column, next reading, is not guaranteed, but if given, is to be considered a sufficient compliance with requirement of full position.

Full position not sold for advertisements less than 42 lines.

No position sold next to or following any particular kind of reading matter.

Width of column, 12½ ems pica. 8 columns to page. 295 agate lines to column.

Outline type and outline cuts on first page, 50 per cent. extra.

On last page, pica De Vinne is largest type permitted.

No guaranteed position on First, Editorial, Society, or Last Page.

No advertisement accepted for double column less than 35 lines in depth; for triple column less than 75 lines; for 4 columns wide less than 100 lines; for 5 columns wide less than 125 lines; nor for over 5 columns less than 150 lines.

No advertisement accepted for double or triple column on last page unless occupying full columns.

Column rules are not broken on last page. On first page column rules are broken for double-column advertisements, 150 lines in depth, or 3 columns, 200 lines in depth. Advertisements of 4 columns and over, if accepted, must occupy full columns.

The right is reserved to edit or reject copy considered objectionable.

Second Page of Card

FIG. 10 (*b*)

205—13

The smaller papers have not nearly so many conditions to meet. The large advertiser can, in fact, get almost anything he wants from the small dailies and the weekly newspapers. The large papers, being more independent, impose many conditions.

83. Foreign Advertisers.—All advertisers that are not strictly local advertisers are called **foreign advertisers.** The term foreign advertisers does not mean advertisers from foreign countries, although such advertisers would be included. **General advertisers** is used synonymously with **foreign advertisers** and is really a more exact expression, but the other term is commonly used. Foreign advertisers usually furnish electrotypes or matrices of advertisements.

84. Double- and Triple-Column Advertisements. An advertisement extending over 2 columns is usually spoken of as a **double-column advertisement;** one extending over 3 columns, as a **triple-column advertisement.** The expression "100 lines double column" or "100 lines d. c." means a space 100 lines deep across 2 columns, or a total of 200 lines; "100 lines triple column," means a space 100 lines deep across 3 columns, or a total of 300 lines.

85. Paid Readers.—In the early days of advertising, many advertisements were set in the style of news items with the belief that people had to be tricked into reading advertisements. This theory was long ago exploded, but in spite of the higher rate that newspapers charge for advertisements set in the reading-matter style, many advertisers find them more effective than displayed advertisements. The advertisements shown in Fig. 11 are known as **paid readers,** or **reading notices.** They are not imitations of news items except in that the style of setting is similar to that of reading matter. Some of them have the three stars at the end to indicate that they are advertisements, many papers using the stars instead of *Adv.* It is not judicious to conceal the purpose of this style of advertising. Railroad and steamship companies and promoters of amusements are large users of paid readers. Readers are usually charged

for by the "count line," the lines being counted instead of measured by the agate-line system. Some newspapers count the black-faced heading as two lines.

86. Classified Columns.—Classified advertising in newspapers has grown to large proportions, and many papers now carry regularly several pages of these small

Visit Nature's Beauty Spot—Woodlawn Cemetery; terminus Gwynn Oak car line. You won't find one neglected spot. Inspection invited. 'Phone for book of views. ***

$49.25 to California, August 31 to October 31. Via Washington-Sunset Route. Personally Conducted without change from Washington. Berth, $8.50. Offices 119 E. Balto. and 29 W. Balto. St. ***

Saturday and Sunday Excursions to Washington. Only $1.25 via Pennsylvania Railroad. Tickets good returning until Sunday night. All regular trains except the Congressional Limited. ***

UP-TO-DATE DEVELOPING

Is the Only Kind You Get at Sussman's

Amateur photographers, bring your films and plates to Sussman's, where machine and tank developing accomplishes best results while you wait. Nos. 1 and 2 Brownie Films, 5c per roll; other sizes, 10c. Ground floor. J. Sussman Photo-Stock Co., 223 Park avenue. ***

To Cure a Cold in One Day
Take LAXATIVE BROMO Quinine Tablets. Druggists refund money if it fails to cure. E. W. GROVE'S signature is on each box. 25c.—*Adv.*

FIG. 11

advertisements. People have learned to look for the real-estate, for-sale, help-wanted, and similar departments, and though these advertisements are usually lacking in display features they are effective and economical. Some newspapers allow classified advertisements to be displayed, but the regular display rate is charged. The classified columns are read by so many people that such advertisers as employ-

ment bureaus, companies seeking agents, etc. use classified advertisements in preference to advertisements in the display columns. Many dailies have rates as low as a cent a word for some classified advertisements, with special rates for advertisers of real estate, schools, amusements, steamships, etc. Classified advertising is prized by newspapers because it helps circulation. The competition for classified business is very keen in the larger cities.

Within the last few years, the magazines have adopted this classified feature and are accepting undisplayed advertisements for their classified pages at lower rates than those charged for display.

A great many advertisers that cannot use display advertisements economically find that they can do well with classified advertisements. There seems to be an element of interest or curiosity in human nature that impels people to read classified columns even when there are columns of the matter and little or no display. The greatest value of the classified column, however, lies in the fact that it provides a place where certain advertisements may always be found. The man looking for a position turns eagerly to the help-wanted columns; the stamp collector goes to the section containing the advertisements of stamp and curio dealers; and so on.

87. Sometimes, advertisers other than those advertising for help can insert advertisements in the help-wanted columns and get good results. The International Correspondence Schools, for example, find this department a good one for reaching those who want better positions, and the publisher of a book devoted to methods of securing employment received his best returns from advertisements inserted in the help-wanted columns of large newspapers. Not all newspapers will insert in the help-wanted columns advertisements that are not bona-fide advertisements for help. Some that will insert any advertisement in any classification, regardless of character, charge an extra rate for putting the advertisement of a book in the help-wanted column, for inserting one of real estate for sale in the rent column, and so on.

AGENTS WANTED

SALESMAN TO CALL ON HOTELS, RESTAURANTS, cafés, doctors, dentists, etc., and sell them windowphanie, which makes stained glass out of plain glass; salary and commission. AMERICAN WINDOWPHANIE CO., 1215 MARKET ST.

NEW, QUICK SELLING NECESSITY. Agents make $3 to $10 daily building up permanent business for themselves. Every man and woman needs more than one. Sell with free sample, no outfit required. Clarke Sales Co., 103 Park Ave., N. Y.

MAKE MONEY.—DEVOTE YOUR SPARE time taking orders for up-to-date merchant tailor on new dollar-a-week plan; particulars address A-221, Inquirer office.

HELP WANTED—MALE

AD-WRITER WANTED.—EXCELLENT opening for man able to write crisp and original copy. The advancement will be rapid; better the work, bigger the salary; a knowledge of mechanical lines will be an advantage. Address Agency, Box 178, Herald Downtown.

STENOGRAPHER, PRIVATE SECRETARY; rapid enough to take board meetings; $150 month to start, with advancement to official position. X. Y. Z., 545 Herald.

WANTED, PERMANENTLY, A DESIGNER of covers and of general booklet and catalog, illustrative and decorative work; an apt man with good ideas and ability to portray them. Corday & Gross, Anti-Waste-Basket Printers, Cleveland, Ohio.

REAL ESTATE FOR SALE

FARM AND COUNTRY SEAT, 60 ACRES; ONE HOUR OUT.

Convenient to three stations; finest location and surroundings; 500 feet elevation; land in highest cultivation; residence, old fashioned, 15 rooms, 2 baths; stables and farm buildings; lawns and shade trees, orchards, etc.; near country club; an all-year home. JOHN P. HOBBIE, 5 and 7 East 42d St., New York.

EXCEPTIONAL INVESTMENT.—THREE Houses, White Plains, N. Y., within five minutes of depot; values increasing; must sell immediately; little cash needed. For particulars address OWNER, Box 285, Herald Downtown.

MODERN HOMES, HONESTLY BUILT, IN beautiful Irving Park, $3,350 to $3,700. FRED A. BOSWELL, Cor. Montrose and Milwaukee. Phones I. P 2831 and 2834.

FOR SALE—NATURAL CATTLE RANCH. Streams, water power, meadows, all road front; fire-wood for hundred years; open winters; delightful all-year climate; near village, R. R.; $8 acre. Address Mrs. R. S. Towson, Dinwiddie, Virginia.

BUSINESS PERSONALS

GILLETTE AND OTHER SAFETY razor blades resharpened, 2½c each. KEENEDGE CO., 64 Wabash, Chicago.

SWEDISH ELECTRIC MASSAGE; FREE demonstration; bring this ad and receive facial treatment free. Room 217-218, 36 Washington St.

COCKROACHES AND BEDBUGS EXTERminated from your premises under guaranteed contract. FREDERICK PERES & CO., 427 State St.

ATLANTIC CITY HOTELS

HOTEL DENNIS IS BEAUTIFULLY SITuated, directly facing the ocean, and is open the entire year.
Hot and cold sea-water in private baths.
WALTER J. BUZBY.

HOTEL TRAYMORE
FALL-WINTER-SPRING-SUMMER

The St. Charles MOST SELECT LOcation on the ocean front. Distinctive for its elegance, exclusiveness, high-class patronage, and liberal management. Sea-water in all baths. Illustrated booklet. NEWLIN HAINES

HYGEIA NEW YORK, NEAR BEACH and amusements. $2.75 Sat. to Mon. $1.50 up daily, $8 up weekly. Send for booklet and free 'bus ticket. Open all year.

BUSINESS OPPORTUNITIES

A FIRST-CLASS GERMAN RESTAURANT, situated in center of city of Baltimore; occupies entire building; especially built for restaurant; bowling and billiards; rent reasonable. Address C 315, Record office.

CONFECTIONERY BUSINESS FOR SALE cheap—between two theaters; reason for selling, other business. E. A. C., 827 Walnut St.

THEATERS

FORREST Philadelphia's Handsomest Theater.
Last 2 weeks, ev'gs, 8:15. Mats. today & Sat.
Popular price Mat. today with no seat over $1
F. ZIEGFELD, JR.'S Musical Entertainment
THE SOUL KISS WITH ADELINE GENEE
Seats for the last week on sale tomorrow

BIJOU Mat. Today MISS NEW YORK, Jr.
Hear ABE REYNOLDS, The Hebrew

CASINO Mat. Today | Blue Ribbon Girls
Extra—RED RAVENS
Amateurs Friday Night

FIG. 12

Classified advertising is of such importance that some advertising agencies make a specialty of quoting advertisers a fixed sum for the insertion of small advertisements in various lists of daily newspapers. This makes it more simple to deal with a number of papers.

In Fig. 12 is shown an exhibit of clippings of classified advertisements taken from several large newspapers.

CONTRACTS, CIRCULATION, AND SPACE

CONTRACTS

88. As a rule, **contracts** with publishers do not have so much of a legal appearance as most other contracts have; if they were to appear too legal, publishers would have more difficulty in inducing new advertisers to begin. In the general field, the contract is a simple written order, or agreement, in which the advertiser authorizes the publisher to insert his advertising at a certain rate, or agrees to use a certain amount of the publisher's space within a year at a certain rate. The following order, written as a letter, would be accepted by a publisher without question, provided the correct rates were quoted:

EVENING NEWS COMPANY — SEPTEMBER 5, 1908
Buffalo, N. Y.

Gentlemen:

Enter our order for 5,000 lines of space to be used in your paper within a year at the rate of . . . cents a line when run of paper is given and . . . cents a line when full position is specified. It is understood that if we use 10,000 lines within the year, the run of paper rate shall be . . . cents a line and the full position rate . . . cents a line. You are to send us a copy of each paper containing our advertisements.

Yours very truly
SMITH SOAP COMPANY

89. In the retail field, various simple forms of contracts are used. About the best is a form printed on a card, which may be filed alphabetically, as shown in Fig. 13.

To avoid all possibility of misunderstanding, a contract may state: (1) The amount of space contracted for. (2) If it is a fixed space, the frequency of insertions; namely, daily, every other day, twice a week, or once a week. (3) The amount charged for changing copy, if there be any such charge. (4) Any special style of display type or border that the advertiser proposes to use. (5) The special position of the advertisement, if a special position is desired. (6) The rate. (7) The rebate that may be earned, if any. (8) The frequency of payment—monthly, quarterly, semi-annually, or at the end of the year. Fig. 14 shows an example of a rather formal contract.

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THE TRIBUNE PUBLISHING CO.

GENTLEMEN: You may enter_____order for_____ inches advertising space in The Scranton Tribune, to be used within _____months from_____, for which _____ agree to pay monthly at the rate of_____per inch.

Short rates charged on discontinued orders

Accepted by _____

For the Scranton Tribune

FIG. 13

90. Some contracts and orders contain a printed clause stating that if the advertiser discontinues before the date of expiration of the contract, or before the total number of inches has been used, he will pay for the amount actually used at the short-term, or smaller-space, rate current at the time the contract was signed. With publishers whose space is sold on an inch basis, the rate per inch varying according to the number of inches used, the advertiser should not contract for more than he is sure of using within the year. Suppose, for instance, that he is contracting with the publisher of a paper having a rate card like that shown in Fig. 6. If he expects to use 3,500 lines in the year, he need only contract for 2,500, as he will have to pay the 2,500-line rate

for 3,500 lines. If, however, he expects to use 5,000 lines during the year, the publisher will usually allow him a rebate for each line of space used, equal to the difference between the 2,500-line rate and the 5,000-line rate. But the publisher is not obliged to so rebate unless the contract requires it. Provision for such a rebate should be made in the contract if the advertiser thinks there is any possibility of his earning it. In short, every special agreement should be written in the contract and not left to an oral understanding.

91. Before making a contract with any newspaper or magazine, the rate card of the publication should be studied in order that all discounts or other concessions may be secured. Many magazines will give an extra discount for six or more insertions. With some newspapers, if a small advertisement is run daily (see specimen card, Fig. 8), a lower rate can be had on large advertisements. A small advertisement run daily in order to get a low rate is sometimes called a "rate maker."

It is usually a good plan to contract for all the space that there is any possibility of using and thus secure a low rate. If all the space is not used, the most that the publisher can do is, at the end of the contract period, to require the advertiser to pay the difference between the rate mentioned in the contract and the short-time rate. Often, if the advertiser is one whose patronage is valued, newspaper publishers will not insist on being paid the difference between the two rates; but even if it must be paid, the advertiser will have had the use of the money for perhaps a year. This is better than beginning with an order for a small amount of space at a high rate. However, it is true that many publishers will give rebates if a larger amount of space is used than the contract calls for; that is, if the extra space used is sufficient to entitle the advertiser to a lower rate. The only danger connected with placing the large order and securing the low rate at the outset is that the advertiser may be lavish in the use of space, may still not use all the contract calls for, and in the end be compelled by strict publishers to pay the difference between contract rates and short-time rates.

THE SCRANTON TIMES

E. J. LYNETT, Publisher and Proprietor

Scranton, Pa., _____ 190·

The Publisher of THE SCRANTON TIMES, published every week day, at Scranton, Pa., hereby agrees with _____

_____

to insert the advertisement of said _____

in said SCRANTON TIMES, as follows:

_____

_____

_____

_____

_____

_____

_____

In consideration of which the said _____

_____ agrees to pay the sum of

_____

_____

_____ dollars, in monthly

payments of _____ dollars per month.

The parties hereto agree that all of their agreements are contained in this contract, and that no oral agreement shall be binding upon either.

_____ Publisher

SCRANTON TIMES

_____

_____

FIG. 14

92. Direct Contracts and Contracts Through Agencies.—In retail advertising, advertisers usually make their contracts direct with publishers, endeavoring, of course, to secure the best rates and positions. In general advertising, however, the space, whether in newspapers, magazines, or street cars, or on bill boards, is usually purchased by an advertising agency. The agency pays for the space, and the advertiser pays the agency. Most publishers allow advertising agencies commissions of from 10 to 15 per cent. on all space bought. The larger part of mail-order advertising is also placed through agencies.

93. Making Offers to Publishers.—Retailers are practically forced to use local newspapers, and unless they are large purchasers of space, they cannot be too independent with local publishers, but the large general advertisers and the agencies usually do a little maneuvering before placing an order. If it is thought that the newspaper will cut its rates and will grant full position free of extra charge, the order is offered at reduced rates and full position is stipulated. If the paper insists on having the full rate and is not influenced by hints that space in a rival paper will be used instead, the order is offered at the minimum run-of-paper rate that the paper offers, but full position is specified and the advertiser does not offer to pay for position. Such efforts to "beat down" the rate and get full position free of charge are not successful with the best newspapers and magazines, but they do succeed with many of the others.

Some rather large newspapers will give full position free of charge rather than lose an order. Sometimes, in the effort to save the appearance of giving special concessions, they will have the order read "run of paper" or "full position requested" and have a private understanding that the advertisements will be favored. Small daily papers and rural weekly newspapers get full rates from local advertisers, but rarely are they able to get them from general advertisers. The general advertiser can see no reason for paying proportionately several times the rates of large publications.

CIRCULATION

94. To determine the actual circulation of the medium he intends to use is one of the most difficult tasks that fall to the lot of the advertising manager.

Circulation is defined by some publishers as "the average number of perfect copies printed for a period of 6 months or a year next preceding the time the statement is made." The period is made to cover a number of preceding months in order that a publisher may not claim that the unusual figures of a recent special edition represent his average circulation. A yearly average, if given truthfully, affords a safe basis. By others, circulation is defined as "the net average of copies distributed to readers after deducting spoiled copies, copies returned by newsdealers, etc."

Those who accept the first definition of circulation believe it to be simplest and best, because it can easily be determined how many copies a publisher prints, and it is not likely that he will print two or three times as many as he can circulate; while, on the other hand, it is not so easy to determine how many copies are free, how many are returned, etc. It is claimed, furthermore, that free copies and exchange copies have some value even if they are not of the full value of those that are purchased.

Undoubtedly the "net-circulation" method is more exact if the figures given are accurate, because file copies, and unsold and spoiled copies are of no value to an advertiser. The advertiser will always be safer in taking an average of several months rather than to depend on the showing of a few issues of either a magazine or a newspaper.

95. Value of Actual Circulation Figures.—Some publishers will not give any circulation figures. The reason in such cases is probably that the publication has not the circulation that the public imagines it to have, and the publisher feels that by giving the real figures he will decrease the value in the eyes of advertisers. A great many publishers, especially those having publications with small circulations,

do not hesitate to exaggerate or grossly falsify the figures. Some, instead of telling the number of copies circulated, multiply the figures by five or six and then claim the result as so many "readers." The advertiser in all cases has a right to know the exact number of copies circulated; then he can do his own estimating as to the number of readers to each copy. Advertisers may well be cautious in dealing with publishers that refuse to give figures, that give round numbers instead of exact figures, or that try to substitute the probable number of readers or number of post offices reached for the number of copies circulated.

96. Papers With Small Circulations. — Taken separately, no newspaper printing less than 1,000 copies is worthy of the general advertiser's consideration, although the local advertiser may use it to advantage. The rates of papers printing from 1,000 to 2,000 copies are much higher, proportionately, than the rates of papers having large circulations. As the papers with large circulation reach just as prosperous a class as those with small circulation—often a more prosperous class—there seems to be little reason why the very small papers should be used by the general advertiser, except at very low rates and when it is desired to cover the entire country.

The large general advertisers of the United States deal with newspapers of small circulation by lists, making the same offer to a list of a hundred or more papers, giving orders to those who accept, and paying little attention to those who hold out for their regular rates. Usually, an offer of from $15 to $20 will be made for a yearly service that the paper expects about $50 for rendering. Such advertisers usually supply the papers with electrotypes and pay on completion of service. If insertions are given in wrong position, deductions are made. The country publisher usually has space to spare, and as the advertising requires no composition, it means from $15 to $20 that he would not get otherwise; and the offer is in most cases accepted. Large general advertisers usually offer weekly newspapers a rate of from $\frac{1}{6}$ to $\frac{1}{4}$ cent a line per thousand of circulation.

In the earlier days of advertising there was a great deal of space paid for in type, ink, or other kinds of supplies or merchandise. Some of the agencies had ink and type departments for the trading business. There is still some trading but not nearly so much as formerly.

An advertiser, by applying to those who furnish small papers with patent insides or patent outsides, can buy space cheaper per thousand than he can buy it on the "home-print" pages.

97. Value of Special Issues.—Special issues are good schemes for publishers, because they bring in many advertisers that will not advertise at other times; but it is to be questioned whether a special issue is worth any more to an advertiser than a regular issue. A newspaper, for instance, announces a special educational number, and all schools, colleges, and private teachers are solicited. Perhaps a "write-up" of each advertiser is promised. The claim of the publisher is that everybody within the range of the paper's circulation that is thinking of attending a school of any kind or of studying any subject will look for this educational number and buy it in order to become informed. Perhaps a few persons will do so, but it is a fact that most people never look to any special number of any publication to find out about a school, a summer resort, or a real-estate investment. Such matters are looked up at the time a person is most interested. Another disadvantage is that an advertisement in a special number is always surrounded by a mass of other advertising.

If no higher price is made for the special issue it may be a fair investment; if a higher price is asked, the advertiser is usually better off to save his money and spend it in regular issues of the paper. The circulation and value of special issues are nearly always greatly overrated.

98. Value of New Publications.—The fact that a publication is new is not necessarily detrimental, although the publishers and solicitors of such a publication are usually more enthusiastic about its value than the facts warrant. It takes time and work to build up a large, substantial circula-

tion, and it is frequently the case that much of the circulation of a new newspaper goes to waste and that thousands of copies of a new magazine are returned by the newsdealers as unsold. Nevertheless, the advertising manager must be on the alert so as to see when a new publication is gaining ground and to make the proper reservation of space before rates are increased. By being judicious enough to buy his space on a "rising market," as it were, he can gain many extra thousands of readers. Take, for instance, a publication like the Saturday Evening Post, which, by very aggressive circulation methods, sent its circulation up by bounds. An advertiser that could use a publication of this class profitably would have been far-seeing had he reserved an ample amount of space before the rates were increased.

99. Value of Large Circulations.—It has been demonstrated that, as a rule, the magazine of 400,000 circulation is likely to bring more than four times the returns of one having 100,000 circulation, provided, of course, that they both reach about the same class of readers. This may be accounted for by the fact that there is about the same amount of waste circulation in each case; that is, no more with the magazine having the greater circulation than with the other. Suppose, for instance, that the one with 400,000 circulation has 10,000 waste; this would leave a net circulation of 390,000. If the magazine of 100,000 has 10,000 waste, the net circulation is only 90,000. In such a case, the large magazine, while apparently having only four times the circulation of the other, really has, in the net comparison, four times as much with 30,000 to spare, a difference that should show in the returns.

Furthermore, it should be considered that the older the publication is, the more chance it has had to become popular and to have a larger number of readers per copy. A copy of the Ladies' Home Journal will be seen by a larger number of readers than would a copy of a new woman's magazine, no matter how good it may be, because there are relatives and friends of the subscribers to the Ladies' Home

Journal who ask for it or receive it regularly after the subscriber has finished reading it.

100. Again, the probability that the publisher will exaggerate his circulation is greater when the circulation is small than when it is large.

The publisher of a paper or a magazine of large circulation can produce more cheaply, per thousand copies, than can one of small circulation, and therefore usually has a lower rate, figuring proportionately. Generally speaking, the advertiser does better to use publications of fairly large circulation in spite of the fact that they are crowded with advertisements. Of course, as already suggested, the advertising manager should be alert to see a bargain in a new publication or a good chance in a medium with a small but choice circulation. Publications with small circulation sometimes, on account of the small amount of advertising carried, afford unusual opportunities for good position and good display.

101. Duplication of Circulation.—In selecting mediums for advertising, a question of importance to be answered is whether duplication is advisable for the article or service to be advertised. If it is not advisable, then there should be as little as possible of duplication by the mediums. Mail-order advertisers usually prefer not to duplicate; that is, they would rather use two magazines, each of which reaches a different body of people, than to use two publications that to a large extent go to the same people. Duplication to a reasonable extent is good advertising policy for the retailer and the general advertiser, but if there are four daily newspapers in a city, two morning and two evening, it should not be necessary for the retailer to use all in order to cover the field effectively. If he uses space in the two that come nearest to covering the field, advertising in the other two will be largely duplication and less profitable.

If the article to be advertised is one that will likely be purchased only after people have seen it advertised over and over again—a soap, for instance—more duplication is advisable than in the case of a mail-order article, a bargain sale, etc.

LARGE SPACE VS. SMALL SPACE

102. Another problem that the advertising manager is called on to solve is whether he should use large advertisements or small ones; that is, whether a full page of a magazine will bring more business than two half pages or four quarter pages, and whether it is better to use three or four newspapers of a city and run small or moderate-sized advertisements or to use one or two and have large space.

There can be no general answer to such a question. The experiences of different advertisers do not agree. In some cases, for instance, it has been clearly shown that a full page of a magazine was needed in order to market the article successfully, and in such cases the use of two half pages or of four quarter pages did not bring the business that the full page did. Other instances could be mentioned where quarter pages and half pages of magazines brought, proportionately, more returns than the full page. This is a point that the advertising manager should consider carefully, because if a full page will do more than four times as well as a quarter page, the advertiser will lose money by continuing to use small space; likewise, if a full page brings only twice as many returns as a quarter page, while costing practically four times as much, it is important to return quickly to the policy of using small space.

103. It is true, however, that an aggressive campaign designed to influence the public quickly requires large space. When it is desired to move big lots of goods quickly, it is poor policy to use small advertisements. Sledge-hammer blows are needed. The space must be so big that the public cannot get away from the advertisements. An automobile or a new breakfast food or a new flour could hardly be promoted by the use of eighth-page magazine advertisements. For a campaign of this kind, the big advertisement is best. Where there are several good articles on the market of the same class, big space may be necessary in order to break into the sales and prestige of the older

articles. A high-grade new soap, for instance, could not be advertised very successfully with 2-inch advertisements while the magazines are running full-page advertisements of such soaps as Pear's, Ivory, and Packer's. These are occasions when sound judgment and courage to carry out convictions are needed.

On the other hand, there are many articles that can be advertised well in small space, and it should be remembered that small space can be so displayed that it will stand out well even where there are many advertisements, both large and small, in the same publication. An engraving house that wants to advertise an offer to make fifty visiting cards and a plate for $1 would find it more economical to use a 1-inch advertisement than to use larger space; here the need for large space would not exist. But a manufacturer of an automobile could not advertise his product to advantage in the space of a few inches, although it is true that a man having a second-hand machine to sell might find a 1- or a 2-inch advertisement all the space he required.

104. After studying the article and deciding on what space is needed, the advertising manager should watch returns carefully. If he is in doubt as to whether a half-page or a full-page magazine advertisement is better, he should try both with copy of the same character, and decide the question by the returns.

Solicitors will naturally argue for large copy and sometimes the agency, for selfish reasons, will advise it—the more space used, the greater the agent's commission.

105. The question of whether it is best to have large advertisements full of description or advertisements of medium size that contain only a few concise sentences of copy well displayed is very broad, and can be answered intelligently only after a study has been made of the commodity, the plan, and the prospective purchaser in each case. A man would probably not read more than a few sentences about a new laundry soap. The chances are that he would notice little more than the illustration, the name, and the

trade phrase, provided the advertisement contained one; and these would probably be forced on him by the display. But that same man might read 2,000 words about an $1,800 automobile if he is thinking of buying a machine of about that price. On the other hand, a woman might read a 500-word advertisement about a complexion lotion or a ready-made suit, while she might not care to read 50 words about automobiles or baseball uniforms. The ad-writer must include in his copy about the amount of matter that he believes the typical prospective customer will read, or the amount that will induce the reader to take the desired action—whether that is to send an order, to resolve to buy the advertised article when again purchasing goods of that nature, or to send for further information.

MEDIUMS OTHER THAN MAGAZINES AND NEWSPAPERS

STREET CARS

106. As another Section is devoted to street-car advertising, consideration of the street car as a medium is deferred to that Section.

POSTERS AND SIGNS

107. Another Section, *Outdoor Advertising*, deals fully with posters and signs as mediums.

CATALOGS, BOOKLETS, FOLDERS, LETTERS, ETC.

108. The value of catalogs, booklets, folders, letters, etc. are not treated in this Section, for the reason that three entire Sections are devoted to the subject.

THEATER PROGRAMS

109. **Theater programs** go regularly into the hands of many thousands of people, and they undoubtedly receive attention. The very presence of a person in a high-priced theater is evidence that he has some money to spend for luxuries and pleasures. There is, however, in all theaters a proportion that get admission as cheaply as they can buy it, and the purchasing power of this element is low. The theaters that appeal to the low-waged class have audiences with still lower purchasing value. People go to theaters to forget ordinary cares and matters and to be entertained. This mental attitude cannot be said to be very favorable to advertising, although the attention given the program before the play or entertainment begins and between the acts, is at a time when the mind is impressionable. How far an interesting play or a cheerful entertainment goes toward effacing the impressions made by the advertisement cannot be gauged. The home-reading quality of the theater program is weak.

110. The articles best adapted to theater-program advertising are those purchased by pleasure-seeking and society people. A restaurant making a specialty of after-theater suppers should be able to get good results from this medium. So should an ice-cream parlor located near the theater. Clothing, hats, jewelry, toilet articles, liquors, liveries, dancing schools, etc., can also be advertised to advantage, provided the rate is low.

111. **Cost of Advertising in Theater Programs.** There is practically no uniformity in the charges for theater-program space. These programs are controlled by various firms and individuals, who set their prices at about what they think they can get, and often lower it a great deal when a big order is in sight. Some of the programs are approximately magazine size; many are smaller.

A program publisher issuing a program with a page $4\frac{1}{2}$ in. $\times$ $6\frac{1}{2}$ in., claiming an issue of 50,000 a month in two

theaters, asks the following rates: For inside pages, $12 a week on season contracts; $14 a week on contracts running from 12 to 15 weeks; and $16 a page for one-time orders. If a patron wishes to use the program of only one theater, the price is cut in half. These prices are *asked;* the price paid, however, is more often under the price asked than equal to it.

Another theater-program company in one of the largest Eastern cities issues a program covering four prominent theaters, in which it is claimed a total of 35,000 programs a week are circulated. An advertiser may use the program of only one theater if he prefers. The program page measures 8 in. × 10 in., and the price asked is $10 a week for each theater and $40 a week for all four. A discount of 10 per cent. is offered for a season contract.

The program publishers of the principal New York theaters assert that the average attendance is between 10,000 and 15,000 a week. For each theater, the rate asked for long-time contracts is $1 a week per inch; $3 for 4 inches; $5 a week for a half page; and $10 a week for a whole page. An additional 10 per cent. is asked if advertising is run for only half the season, and 20 per cent. additional if the advertisements appear only 3 months. The size of the program page is 8 in. × 10 in.

As with other classes of mediums, those having the largest circulation offer proportionately the lowest rate. In the best of these programs, the reading matter is changed frequently; the publishers also encourage the changing of copy on the part of the advertiser.

GENERAL PROGRAMS, ALMANACS, DIRECTORIES, ETC.

112. Advertising managers have much to contend with in the way of solicitors that sell space in church and school programs, almanacs, catalogs, telephone books, directories, etc. In some cities the conditions are such that the local associations of retail merchants have passed resolutions

pledging themselves to buy no space in programs, and in such cases a copy of the resolution is usually posted in the store for the benefit of solicitors. Rarely is the value of space in such a medium worth the price asked; sometimes, the advertising value is practically nothing, and the only thing the advertiser receives for his money, provided he yields to the solicitor's persuasion, is the good-will of the solicitor or the one he represents, and this may or may not be of service.

The weaknesses of such schemes are that the price asked for the space is usually out of proportion to the circulation and that the medium is not of such character as to make it particularly valuable for advertising. There are occasional exceptions, of course, but unless the advertiser can be assured of a good circulation for the price he has to pay and be sure that the character of the medium is such that his advertisement is likely to be read—as likely as one in a newspaper or magazine and under as favorable conditions—he should decline the space. An advertisement given to a person soliciting business for the program of a small church fair should be charged to benevolence, not to advertising.

It is very difficult to trace proper returns from directories, programs, etc., and this is a very strong argument against using them.

MOVING SIGNS, BULLETINS, AND THEATER CURTAINS

113. Such mediums as **moving signs, bulletins,** and **theater curtains** have been used successfully in the advertising of sports, restaurants, chewing gum, etc. For years, a restaurant on the twenty-third floor of one of the New York office buildings has had a man on the street in that vicinity carrying around a bulletin announcing the claims of the restaurant. In some cities, a baseball game is announced by a large sign driven around in a wagon; a boy in the wagon beats a drum to attract attention. As this sign is seen a few hours before the ball game begins—usually about noon—it is very suggestive.

Theater curtains and other mediums of this kind are at best only supplemental. If the publicity can be had at a reasonable cost, it may prove valuable for some advertisers to support the principal advertising. Such advertising, however, is only of the reminding kind.

ADVERTISING NOVELTIES

114. The advertiser that wants some general publicity can sometimes afford to distribute novelties that will keep his name or his goods before the public. The H. J. Heinz Company gave away green composition pickles for watch charms and lapel buttons; Proctor & Gamble distributed miniature celluloid bars of Ivory soap for watch charms; one of the health-food companies gave souvenir cereal spoons to their patrons; a New York advertising agency gave away very useful reducing glasses—glasses showing how a drawing looks when reduced one-half; and so on. These novelties do not often bring direct sales, but usually merely support other advertising or the sales work.

115. Inasmuch as the more informing class of advertising assures publicity as well as makes direct sales, it would seem that, generally speaking, novelty advertising is a waste of money. This, however, is not true. A savings bank might give away leather wallets on which were printed some suggestions about saving spare dollars. This advertisement

FIG. 15

would confront the owner of the wallet every time he opened it and might induce him to deposit in the bank. Fig. 15 illustrates an attractive novelty used by a cigar manufacturer. Another novelty (Fig. 16) is an aluminum hat brush that slips

beneath the sweat band of the hat. This novelty is very useful and constantly reminds the wearer that his last hat was purchased of the dealer that gave him the brush. Advertising in memorandum books, etc. is not of much value. People are glad to get the books because they are useful, but there is, as a rule, nothing about the use of the book that forces them to think of the advertiser. There are too many memorandum books, diaries, and blotters of the ordinary kind given away for a novelty of this class to have much value. If anything of this class is used it should be of a distinctive kind. For example, if a dealer in steam-engineering supplies wishes to

Fig. 16

send his customers a book that is partly a brief catalog and partly a diary, it would be better to publish handy tables of special value to people buying or using steam-engine supplies than to publish census figures or any of the other kind of information seen so frequently in books that are given away.

The following is the test of an advertising novelty: Does it constantly remind the user of the advertiser's business? Will it be kept and used by the one to whom it is sent? Does the general publicity thus secured warrant the expense involved? It is rarely that the advertiser can demonstrate by figures whether or not the publicity afforded by a novelty does war-

rant the expense, but must answer the question merely by judgment.

It requires a good deal of calm judgment on the part of an advertising manager to resist the carefully presented arguments of the salesman that may wish to sell some novelty not well adapted to the advertiser's business or may wish to sell even when the advertiser's business is not one well adapted to any kind of novelty advertising.

116. Sometimes, even when the novelty itself has no advertising value, it may help the salesman in securing an interview, or it may create enough good-will to warrant the expense. Some of the large newspapers have given away novelties of considerable value, such as desk diaries, scissors, etc., to the buyers and prospective buyers of their advertising space. The novelties sold no space for the publishers, but those who received them could not help feeling obliged to the senders and could not, with good grace, refuse to see the solicitors of the papers when they came around.

In cases like this, it is wise to restrict the novelties to those whose good-will is worth trying for. When an advertiser gets out an attractive or a useful novelty, everybody wants one, and unless the novelties are given out carefully, many are likely to go where they do the advertiser no good. Many that would probably never do business with an advertising agency asked for one of the reducing glasses previously mentioned, as soon as it was learned that the agency was giving them away; and the supply was soon exhausted.

A certain class of firms, such as jobbers, wholesalers, and others, do very little advertising of the informing kind, but depend largely on keeping their names before their customers and on cultivating good-will. Advertisers of this class can use novelties more profitably than others. Novelties are used extensively as premiums. Such articles as a fountain pen, a leather purse, a handy "tickler" card outfit for the desk, etc. are given as premiums for service of some kind, and, with the advertiser's name on them, contribute something to general publicity.

SELECTION OF MEDIUMS

DETERMINING THE ADVERTISING VALUE

117. Assuming that the advertising manager knows the class he wants to reach with his advertisements, the next important questions are:

1. What medium has in its circulation the largest proportion of prospective customers and the smallest proportion of non-prospectives?
2. How effectively does the medium reach its readers?
3. Is the price asked by the publisher or proprietor of the medium reasonable, considering the number of prospective customers reached effectively?

These are apparently simple questions, but they involve a close study of conditions. A New York City retailer, unless he has a mail-order department, could not use profitably the general magazines of his city, notwithstanding that the magazines reach people of a class similar to those who come to his store. The difficulty is that only a very small proportion of the readers of the magazine can conveniently come to the store. A large proportion of them live in other cities and other states. Therefore, while the magazine would reach the right class and a large number of them, it would not reach them effectively.

118. Publishers' Information.—Some publishers make an effort to aid advertisers in determining whether or not the magazine, newspaper, or trade journal reaches the people at whom the advertiser is aiming. One magazine publisher, for instance, submits to an advertiser a list of the subscribers he has in the advertiser's home city. Knowing many of the people in the list, the advertiser is able to get a good idea of the class of people that read this magazine.

Another magazine publisher has taken the trouble to ascertain the occupation of his readers or a representative part of them. He has statistics that show how many are clergymen, farmers, teachers, housewives, etc.; how many children there are in the homes of readers, and their ages; the sex and age of readers—a matter of very great importance in placing some lines of advertising; the number of children, in the homes of subscribers, that attend a private school or college; likewise the number that have taken a course in some correspondence school; how many readers cultivate flowers or have a garden; what other periodicals are taken in the homes of readers (this is an extremely interesting table of facts full of surprises); and what make of piano, sewing machine, camera, watch, etc. is most popular with his readers.

The publishers of The American Boy have compiled a table showing the range of ages of the subscribers.

Such information as this is a great aid to the advertiser. Its value is well illustrated by an incident in the experience of a watch manufacturer. This manufacturer was urged to use agricultural papers, but he objected on the ground that farmers would not buy watches of good quality. The publisher was able to show by statistics gathered from his subscribers that the great proportion of farmers used Elgin and Waltham watches with good movements, and that few purchased cheap watches.

119. A number of newspapers have shown, in connection with their circulation statements, the average income of the residents of the territory in which the paper circulates, the total wages paid out in the community, etc.

While valuable information can be secured from the better class of solicitors, the advertiser cannot, of course, take every solicitor's statements at face value, for nearly every solicitor will be sure that his medium would pay the advertiser. The solicitor's aim is to get business. He may be so enthusiastic about the value of his medium that he may persuade the advertiser into giving an order to an unsuitable

medium and still be sincere. No advertiser can use all mediums profitably at the prices asked for the space. He must learn to sift the statements of publishers and solicitors and to be guided only by what is sound.

Where an advertiser is well acquainted with the publication, as he would be in the case of local newspapers, he can form, from observation, an accurate estimate of the character of the circulation. In such case, if given a truthful statement of the circulation, he should be able to determine the value of the medium.

120. Class of Advertising Carried.—The class of advertising carried by a newspaper or a magazine is not always a trustworthy guide as to the character and value of its circulation, but it throws some light on the subject. It is true that many of the advertisers in any medium under consideration may be using that medium at a loss, but if the publication has carried a number of lines for years and has secured renewals from advertisers that check results, the chances are that the medium is a valuable one for advertisers of similar articles. For instance, a magazine that publishes some reading matter of interest to automobilists and that carries regularly the advertisements of a dozen automobile manufacturers, would seem a better magazine to use than one that carries no advertising of that nature. This, however, is not meant to imply that some of the publications carrying no automobile advertising are not good mediums for the advertiser of automobiles.

The want advertisements that a newspaper carries afford a clue to its value as a medium, and an advertiser rarely makes a mistake in selecting the leading want-advertisement paper of a city.

121. Experiences of Other Advertisers.—When he can be sure that the information given him is accurate, the advertiser may be guided to some extent by the experiences of other advertisers of a similar class. It would be unwise, of course, to follow blindly the lead of others, because much advertising is unprofitable; also, the advertiser that uses

mediums merely because a competitor or an advertiser of a somewhat similar article uses them might be throwing his money away; yet if an unusually successful advertiser that is known to have methods of tracing returns uses a medium steadily, it can be safely presumed that the medium pays. Publishers and representatives can often give some useful information regarding the experiences of other advertisers, although their statements are likely to be too favorable to their publications. The most accurate information of this kind will come from the advertising agencies of broad experience.

122. Class of Reading Matter.—As it is the reading matter that builds the circulation of a publication, a study of this ought to help any advertising manager to gauge the character of a medium's circulation, though, of course, it affords no light as to quantity. The advertising manager should not, however, allow his personal opinion to sway his judgment. He may have no liking for a newspaper's policy or for the class of matter published by a magazine, but the question should not be, "Would I read it?" but "Who does read it, and what is the number of such readers?" The last part of this question can usually be determined with reasonable accuracy, particularly in the case of publications. An accurate answer to the first part—that is, who reads the medium?—depends to some extent on the information that the publisher or proprietor gives, and still more on the judgment of the advertising manager. No judicious selection of mediums can be made until a satisfactory answer can be had to this important question, and until it is determined also under what conditions the medium is read. As has already been shown, the fact that some publications are read in the home to a greater extent than others, greatly increases their value for certain kinds of advertising. The results shown by the records are sometimes surprising. A publication that appealed favorably to the advertising manager because of his familiarity with it may prove to be a failure, while another that the manager may have added to the list with much doubt may bring good returns.

DECIDING ON A MEDIUM

123. The student of advertising should remember that an advertiser is not always restricted to one form of advertising. Many of those who have spent their entire appropriations in magazines might have done well had they spent part in newspapers or part in street cars. The same principle will apply to some that have spent their entire appropriations in newspaper, street-car, or bill-board advertising; that is, they might have done well had they invested in other forms of advertising. For instance, the great businesses of the H. J. Heinz Company (pickles, etc.) and the Gerhard Mennen Company (talcum powder) were built up almost entirely by the use of street-car and outdoor advertising; but possibly no competent advertising man would contend that these advertisers would have been unsuccessful had they adopted magazines or newspapers.

It is true that there are some advertisers that cannot get adequate results from anything but magazines, others that find newspapers the most profitable of all mediums, and so on; but there are no such limitations around the advertiser of a breakfast food, a shoe, a soap, or any article that nearly every one consumes. In the case of such an article, good advertising cannot fail to make its impression if placed where the masses can read it.

124. Of course, the question of cost of the advertising enters properly into every purchase of space. The cost must be reasonable for the number of prospective purchasers influenced. If it is not, then the medium is unsuitable, whether it be magazine, newspaper, street car, bill board, or something else. Also, the advertiser of breakfast foods, shoes, soaps, etc. must use good judgment not only in the matter of cost but also in other directions. It would not be the best plan, for instance, for the manufacturer of a shoe, with only $3,000 a year to spend for advertising, to try at the outset, through magazines, to influence the shoe-buying public of the entire United States. His appropriation would

not be large enough for a general magazine campaign. The small amount of money would not create a general demand for the shoes strong enough to warrant retailers everywhere buying these shoes in preference to the shoes they were already handling, though it is true that a small but well-managed magazine campaign should prove of much assistance to the salesmen of such a shoe manufacturer, and to that extent it would be successful. Spread over all the United States, however, this appropriation would be so "thin" that it would not make a decided impression on the buying public; no great demand would be created.

Therefore, unless such an advertiser could appropriate more than $3,000 a year for advertising, he would do better to localize his publicity, that is, to use the newspapers or the street cars of one city or a group of cities, where his money would be sufficient to create a real demand. Other cities and other states could be added gradually to the territory. By following this plan, the advertiser could be sure of placing his shoes in local stores and of making sales when his advertisements had interested prospective purchasers. Little, if any, of the force of his advertising would be lost. Magazine publishers would not, however, agree with this conclusion.

125. No tabulation can be made in this Section, showing which articles can be advertised to the best advantage in the magazines, which can be marketed most readily by the use of newspapers, and which can find sale most economically by the use of street cars, bill boards, or other mediums. This is a great problem—one with which the advertising world is constantly wrestling. Sometimes there is no doubt. For instance, for department stores and retail stores generally, there is no medium that approaches the newspaper in value. However, going into the general field, three successful advertisers may be found, one depending chiefly on magazines, another on newspapers, and the third on street cars or outdoor advertising. Another instance could be mentioned in which the advertiser depends more on demonstrations of his product than on any other method. Note the following list:

Advertiser	Principal Medium	Main Support	Second Support
Department store	Newspapers	Street cars and signs	
Correspondence school	Magazines	Distribution of circular matter	Newspapers
General mail-order firm	Mail-order publications	Distribution of catalogs	
Soup manufacturer	Street cars	Magazines	Newspapers
Theater	Posters	Newspapers	Programs
Talking machine	Magazines	Trade papers	Newspapers
Wheat-food concern	Demonstrations	Magazines	Newspapers
Fountain-pen company	Magazines	Large dailies	Trade papers
Cigar manufacturer	Newspapers	Magazines	Circulars
Typical retail store	Newspapers	Circulars	

This list, while interesting, is nothing from which rules or principles may be deduced. Some of the advertisers listed have not always followed these plans, but have, from time to time, changed their policy as to mediums. The department store, for instance, supported its newspaper advertising for 1 year with outdoor signs; then outdoor signs were discontinued and street-car cards were used as a support for the following year.

126. After all has been said, *results* constitute the only satisfactory test of the value of mediums. When, after due consideration, the advertiser decides to use a medium, he should take steps to trace returns from the medium in order that he may discontinue its use in case it proves unprofitable. While making a trial, however, he should make a fair one; that is, he should expend enough money to test the real value of the space.

METHODS OF COVERING A GIVEN FIELD

127. Covering a State by Use of Newspapers.—The plan of covering a given territory depends entirely on the trade conditions of that territory and the number and character of the mediums. In Indiana, for example, the state capital—Indianapolis—is not only the largest city but the

trade and newspaper center; a glance at a map of this state will also show that it is rather unusual as a railroad center: it is also the center of a network of trolley lines. The strategic value of Indianapolis as an advertising center is shown by the fact that it has two dailies at the present time with a combined circulation of more than 150,000. This circulation is unusual for two papers in a city of the size of Indianapolis, and indicates that the papers have a grip on the state. A general advertiser planning to cover Indiana would naturally begin by using the leading Indianapolis papers, and by supplementing a strong campaign from Indianapolis with the use of the leading paper of such cities as South Bend, Muncie, Evansville, Marion, Anderson, Elwood, Hammond, Kokomo, Terre Haute, Richmond, New Albany, Logansport, Michigan City, Lafayette, Fort Wayne, Elkhart, and Jeffersonville, the state could be covered thoroughly.

At the time of the preparing of this Section, the lowest obtainable rate in one of the two largest Indianapolis dailies is $1.05 an inch and that of the other is $1.40 an inch. On a season's contract, three 5-inch, double-column advertisements can be run in these papers at a cost of approximately $75 a week, and two such advertisements can be inserted each week in the leading paper of a selection of eighteen or twenty of the smaller cities of the state for approximately $50 a week, making $125 a week for covering Indiana thoroughly with newspaper publicity.

128. Problems in Large Retail Fields.—Some situations are very complex. Take, for example, the retail field of New York City, which is one of the largest retail buying centers of the world. Many thousands of the residents of such adjacent cities as Newark, Jersey City, Paterson, and Orange, New Jersey, buy in the New York stores. Some of these are reached by the New York papers; to reach others, the local papers of these cities must be used. Brooklyn, a city of a million and a quarter population, with large stores and newspapers of its own, is now a part of Greater New York, and a large proportion of its citizens

work in New York and read New York papers. The result is that the New York stores advertise in Brooklyn papers and the Brooklyn stores, in turn, use the New York papers to a smaller extent to reach Brooklyn readers. In New York City itself, there are so many large papers of widely different followings that it is no easy problem for a merchant to decide which can be used to the best advantage.

129. Reaching Women by the Use of Magazines. If the article to be advertised appeals particularly to women, the entire United States could be covered well by a small list of mediums and much other valuable territory besides the United States reached at the same time. The following list shows how the space could be apportioned:

Magazines	Space
Ladies' Home Journal	¼ page
Woman's Home Companion	¼ page
Ladies' World	¼ page
Modern Priscilla	¼ page
Pictorial Review	1 page
Delineator	¼ page
Good Housekeeping	1 page

These publications at the time this Section is being published print between 3,000,000 and 4,000,000 copies. The advertiser would be safe in assuming that his mediums would get into the hands of at least 12,000,000 people, possibly more, though this statement should not be construed as meaning that 12,000,000 *different* people would be reached, because many that read one of these magazines also read one or more of the others. There would be a certain amount of duplication, but for some articles this duplication would not be undesirable. The proportion of these people that will see the advertisement is indeterminable. Of course putting an advertisement before 12,000,000 readers does not mean that the United States is covered, if the word *cover* be taken in the sense of reaching everybody worth reaching. The foregoing list might be doubled and still leave out a large body of readers that would be prospective customers if reached.

But the advertiser that used this list aggressively would certainly place his advertising before the great body of intelligent woman readers.

It will be observed that quarter pages are listed for some of the publications, while whole pages are indicated for others. This arrangement was made because those in which the quarter pages are to be bought have extra-large pages.

The total rate for this space at the time of preparing this Section is approximately $4,200 monthly, the exact cost depending on the commission charged by the agency and the time that the advertising is to continue.

130. Reaching Different Classes of Men.—Suppose the article to be advertised is one that will appeal particularly to men. If it is of a strictly business character, something like an adding machine, for example, a list should be made up of magazines like System, the Bookkeeper, etc. If it has to do with hunting, publications like Field and Stream should be used to interest the enthusiastic hunter, while more general publications could be used to interest the occasional or "would-be" hunter.

Illustrations of this kind could go on for many pages, for there are hundreds of magazines that attract particular classes of readers and that have special claims for certain kinds of advertising.

VALUE OF SUPPLEMENTAL MEDIUMS

131. In war maneuvers, the successful general often finds it necessary to support his main attack by reinforcements, flanking movements, etc. So, too, the director of an advertising campaign finds it expedient to follow some such plan. A vigorous magazine campaign may be greatly strengthened by newspaper advertising in particular localities. The retailer can often support his newspaper campaign by the use of street-car cards, theater programs, or outdoor advertising; he can always strengthen his attack by the use of good printed matter. These supplemental forms not only reach a good proportion of those who see the principal

advertising, thus strengthening the impression on them, but reach many others that are not reached by the principal medium. A department store, for instance, must depend on the newspapers; in fact, nothing else would take the place of this medium. But such a store could, to its advantage, feature its hat department or its popular brands of shoes in the street cars. Likewise, judicious outdoor advertising can be made to strengthen the campaign of a business school in the newspapers or street cars.

132. Again using a military campaign as an illustration of an advertising campaign, it is found that various kinds of weapons are necessary to win a complete victory—big guns that strike hard at long range and kill dozens at one shot; and small arms that are effective only as the battle progresses, but are very effective in spite of the fact that a shot is good for only one victim and that many shots go to waste.

Supplemental mediums serve: (1) to introduce facts into territory that the principal mediums do not reach; (2) to strengthen the impression in territory very thinly covered by the principal mediums; (3) to give further details not supplied by principal mediums; (4) to give local stores general publicity in the country surrounding cities; (5) to give the advertiser the last word with shoppers coming to town or to the stores; and (6) to remind, and to keep up consumption when it is once started.

RETAIL MANAGEMENT
(PART 1)

IMPORTANT FACTORS IN SUCCESSFUL RETAILING

RIGHT GOODS AND RIGHT PRICES

1. The most important requisites of successful retailing are to have the *right goods* and to so manufacture or buy them that they can be retailed at the *right prices*. No amount of aggressive advertising can bring continuous success to a retailer that does not carry a good stock of what the people want or what they will want when it is properly advertised. Advertising can only bring buyers to a store. If the merchant's stock and prices are not attractive, the force of the advertising is lost. Local reputation is the retailer's greatest asset; and local reputation will spread only as people are pleased with what they see and buy in the store. The best clerk cannot keep on making fine sales records in a poor store; neither can advertising—salesmanship in print—keep up sales records under such conditions. This would seem to be an obvious fact, but it is altogether too seldom understood. When there is little to tell the people about, little need be expected from the telling of it. If an advertisement exaggerates or deceives and people are disappointed, the store has gained little and lost much.

Some advertisers—those who count only on making one sale to a customer—may deceive and continue to succeed, but the average retailer, in order to do a profitable business,

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must have a large proportion of his buyers deal with him regularly.

2. What the "right goods" are depends on the store and its location. A shoe store in a town of 25,000 surrounded by a farming community requires a very different stock from a store on Fifth Avenue, New York. This is a problem in the science of merchandizing that does not come properly in this Section, but since every branch of retail advertising depends so largely on right goods and right prices, a consideration of the store's stock is always of importance. The right stock does not necessarily mean a large stock. In fact, some of the most successful smaller stores are able to do a more profitable business by carrying rather small but choice stocks and turning the investments over a number of times during the year than by trying to carry large stocks. For instance, instead of buying a six months' supply of some line, a two months' supply will be bought; when this is sold by means of aggressive advertising, another two months' supply will be bought; and so on. In this way, the merchant with small capital is better able to compete successfully with larger stores. The principle of buying small stocks and keeping the goods moving—allowing nothing to stay in the store over a year—is one on which many successful retail businesses are conducted. Buying relates more closely to the merchandizing part of retailing than to the advertising, but it of course bears a relation to advertising, and it calls for good business judgment.

3. Merchants in the smaller cities frequently declare that the reason they do not carry certain lines of desirable goods is that they never have calls for them. Often, the reason that no calls are made is that customers do not expect that merchant to have the goods. A merchant in a town of 1,000 inhabitants declined to carry men's $1 and $1.25 shirts, saying that the young men of the town always went to the neighboring city of 25,000 to buy their outfits. A competitor, however, put in a stock of such shirts and advertised them, and they sold easily. When the young men knew

they could get them at home, they traded at home. There are always certain persons in small towns that want first-class merchandise; and the small-town merchant is only helping the great mail-order houses and the retailers of the larger cities when he permits those that ought to be his customers to go elsewhere for what they want.

STORE SERVICE

4. To have good **store service** is just as important as to have attractive merchandise. A retailer may make up his products in the most approved manner, or buy most judiciously, and then fail to build up a very successful business solely because of poor store service, which includes lack of system and good management in the store, short-sighted policy toward customers, inadequate delivery service, incompetent help, etc. Volumes could be written on this subject alone, but while it is a subject bearing the closest relation to advertising, it belongs rather in a study of merchandizing. On looking into the methods of such great stores as Wanamaker's, Siegel-Cooper's, Marshall Field's, and others, it can easily be seen how far store policy and store service go to build up a successful business; and wise store policy and perfect store service mean as much to the small retailer as they do to these great stores.

5. Most large stores have their service well systematized, and many of them issue books of rules for employes to study. One book of this kind cautions clerks to refer to the customer's "apartment" rather than to use the word "flat," as some people are a little sensitive about the fact that they live in flats. Clerks are requested to use the word "madam" instead of the word "lady" in addressing women; to say "Will you be seated just a moment" instead of "I'm busy; I'll wait on you when I have finished here." These are merely specimens of the hundreds of practical suggestions made to clerks in order that they may render the most efficient service in dealing with customers. Such stores

will not tolerate incompetent, indifferent clerks. If new clerks cannot be trained so that their work and speech are in harmony with the policy of the store, they are released.

It is futile to advertise courteous treatment if a customer is waited on by an indifferent, disrespectful clerk. The prestige of the store suffers when a customer comes in and the clerk says nothing of the advertised offer or is too lazy to show goods properly. The most successful advertising is possible only when the people of the store, from the proprietor down to the elevator boys, support the advertising and study to make shopping a pleasant errand.

It costs something to adopt and live up to the policy of satisfying the customer or returning his money without question, but no store in the long run ever lost anything by such a policy.

WINDOW DISPLAYS

6. Several years ago, one of the retail-trade publications asked a large number of successful retailers this question: "What method of advertising would you retain if you were forced to select one and drop all others?" About 90 per cent. of them answered that they would retain window displaying. The importance of the show window as an advertising factor cannot be overestimated. Not only does it create new business, but it gives the strongest kind of support to whatever advertising the retailer may do. The show window is without doubt the most important part of the store. It is too often the case that a retailer pays a high rent for a store of superior location and show windows, and then does not take full advantage of his opportunity to catch the attention of thousands by means of attractive window displays. The show window can be made a never-ending object of interest to passers-by. When special offerings of any kind are to be made, new goods to be announced, etc., the show windows should contain specimens of such bargains or new goods. Many small-city merchants do not show their goods properly in either the window or the store, nor give details of what they have in their advertisements, and then

bewail the fact that their customers go to larger cities to buy or order from the mail-order houses the very goods the retailers have in stock.

7. In small stores, the advertising, the window trimming, and the show-card writing are done by one person—sometimes by the proprietor himself. In such a case, he can take care that one part of this work supports the other. However, when the work is done by different persons, as in large stores, the advertising manager or the ad-writer and the window trimmer and show-card writer must keep in close touch with each other in order that they may work in harmony.

SHOW-CARDS

8. While the **show-card** is not so important as the proper display of merchandise, it is highly important both

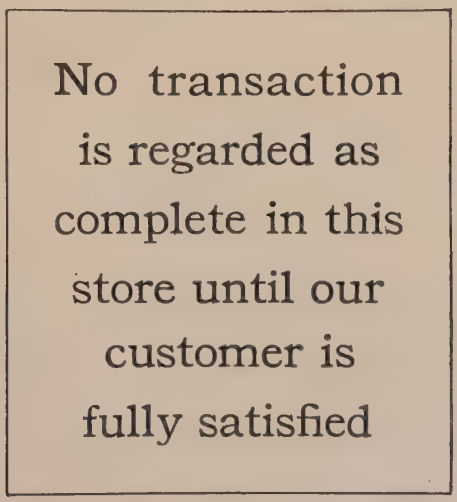

FIG. 1

in the show window and inside the store. The show-card, whether hand-lettered or printed, is a brief advertisement in nature. It attracts attention, exploits some selling point, or more often tells the price. Inside the store, good show-

cards act as guide posts to the merchandise the store is promoting.

Show-card writing is a subject to be studied independently

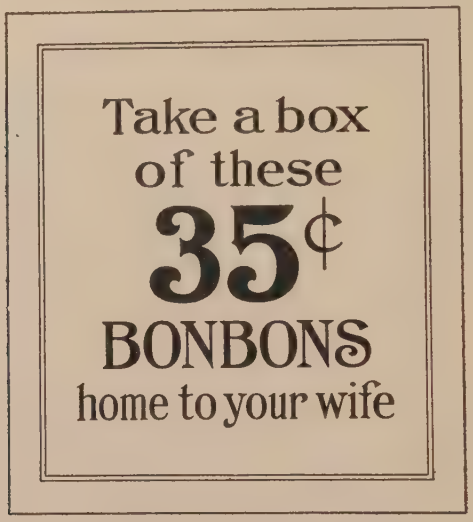

FIG. 2

and does not come properly within the scope of an advertising course. Its important relation to advertising, however, merits emphasis. Figs. 1, 2, 3, 4, and 5 show examples

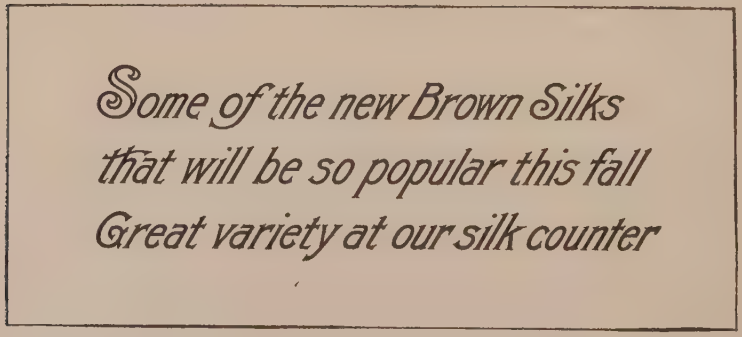

FIG. 3

suggestive of copy. Fig. 4 is a particularly good example of a timely card. It appeared in the window of a New York store at the time General Kuroki, of the Japanese army,

was visiting the United States and the newspapers had much in their columns about him. The characters on the card are

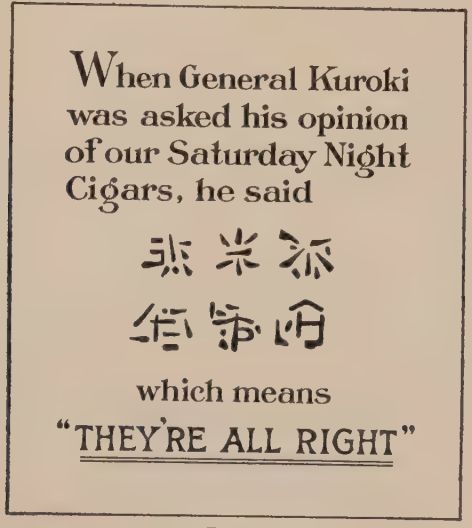

FIG. 4

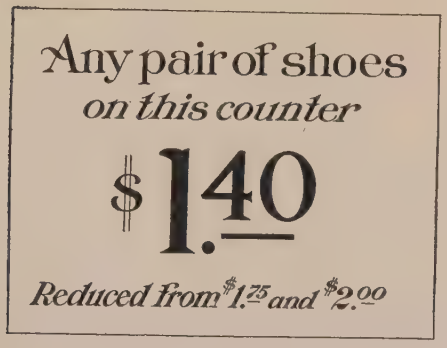

FIG. 5

not in Japanese language, but are merely drawn in imitation of Japanese writing. Poor show-cards—those which look as if some small boy had made them—are of little or no value.

BULLETIN BOARDS

9. The **bulletin board** belongs in the same class as show-cards. Drug stores, grocery stores, meat markets, delicatessen shops, confectionery shops, etc. can use outside bulletins effectively. The bulletin may consist of a frame on which may be fastened tough paper containing well-lettered items or it may consist of a blackboard on which items may be neatly lettered with crayon. In any case, the bulletin board should be so placed on the sidewalk that it will be seen by all persons that go up or down the street. Some Young Men's Christian Associations use bulletin boards to advertise their attractions and have the work done by professional letterers.

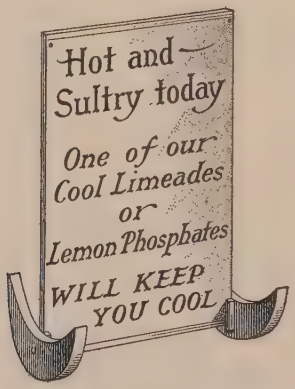

FIG. 6

Of course, only the bare items can be placed on bulletin boards. But such an item as "Fresh home-made sausage today, 12 cents a pound," may catch the eye.

Baseball scores, weather forecasts, etc. may form a part of the items on the boards, in order to get people to pay more attention, but such news items should be in line with the character of the store. Baseball scores, announcements of fishing and hunting seasons, etc. would be very appropriate for a sporting-goods-store bulletin. In Fig. 6 is shown a good example of a bulletin board for a druggist.

DELIVERY SERVICE

10. While **delivery service** is another subject that belongs to a study of merchandizing, it is so often a strong selling point that its relation to advertising should be studied by ad-writers. Of course, a store dealing largely in small goods, such as a 5- and 10-cent store, cannot afford to deliver single purchases, and will have to make the minimum purchase that will be delivered 25 or 50 cents. However, many small retailers lose valuable customers because of disinclination or lack of facilities to deliver purchases a mile or more from the store, thus giving the department stores, with their better delivery system, a chance to get the business and to hold it. It would be better to engage for this purpose a boy that can ride a bicycle, or to combine with one or more other small retailers in sharing the expense of a delivery system that will give customers prompt and efficient service. Aggressive retailers in rural communities, where team service is cheap, have cut into the trade of their competitors by delivering such purchases as a barrel of flour anywhere within 3 miles. Sometimes satisfactory arrangements can be made with a local delivery company.

Some city retailers with a view to drawing trade from surrounding country that might otherwise go to rural stores, offer to pay freight charges to any point within 5 miles.

With such retailers as bakers, grocers, butchers, ice-cream dealers, etc., prompt service is of paramount importance, and nothing is more likely to lose business for such a retailer than failure to deliver on time. If a retailer is always prepared to receive orders by telephone and to deliver with reasonable promptness, his store has a strong selling point.

PLANNING AND PREPARING THE ADVERTISING

QUALITY OF RETAIL ADVERTISING

11. Undoubtedly the poorest large class of advertising is that done by the small and medium-sized retail stores. Most large-store advertising is done with some degree of skill, for competent people are engaged in the work. But fully three-fourths of the total of small-store advertising is mediocre or worse. This, however, is not always because the store lacks merchandise and service that could be advertised well. Specialty stores and small stores frequently offer service that is unsurpassed or unequaled by large stores. Poor advertising in such cases is the result of incompetence either on the part of the member of the firm that attends to the advertising or on the part of the person that is engaged to attend to this work. Good retail advertising consists in telling the people, by means of newspapers or other mediums, essentially what a good salesman would tell them in the store; but the person that is to perform this task has to be well advanced in the art of advertising to grasp this idea and to put it into effect.

12. Need of Salesmanship Copy.—In cities of small and medium size, nearly everybody knows where the stores of the principal retailers are located. Therefore, announcements to the effect that the merchant is "still at the old stand with a full stock of goods at low prices" is an almost valueless form of general publicity. The retailer that inserts an advertisement of this kind—and a great deal of retail advertising is of just this character—would not think of making such a pointless, uninteresting statement to a customer in his store; and there is no reason for making a statement like this

in his advertisements. The new things that the retailer wants to announce and the old goods that he would like to get off his hands, should be described in his advertisements in a "newsy" style, just as he would tell customers if he called at their homes and tried to get them to come to the store. If the proprietor of the store or his best clerk has time and inclination to attend to the advertising, has a logical, fluent style of writing, describes well, knows human nature, and has good business judgment, he has some advantage over an outside writer in preparing the advertisements, because he is familiar with the goods, the class of trade, and the policy of the store. Furthermore, he has the chance to learn from day to day what attracts the people.

But unless the proprietor or one of his salesmen has the necessary ability to advertise the store properly, the best outside man obtainable should be engaged. In nearly all cities will be found capable writers whose service may be had at from $8 to $40 a month, according to the amount and character of the work. It does not pay to employ a poor ad-writer. The best advertising is none too good, and the difference between fair work and good work means more than a difference of a few dollars a week in the compensation given the ad-writer.

13. If an outside writer is employed, he should be paid for enough of his time to permit him to study thoroughly the policy and service of the store and the goods. No amount of writing ability can take the place of a thorough knowledge of the store and what it has to offer; if the writer tries to get along without this, the copy he produces will likely be superficial. He should have talks with the proprietor and talks with the salesmen; he should have the privilege of examining the goods and of asking all the questions that occur to him. Talks with the proprietor will enable him to perfect plans; talks with the salesmen and examination of the goods will enable him to get out realistic, interesting copy that will make sales. This principle cannot be emphasized too often or too strongly; that is, in

order to advertise a business successfully the ad-writer must study it and learn all the salient facts—the things that will interest people in it. For example, as suggested in *Copy for Advertisements*, Part 2, if an ad-writer is to help a manufacturer and retailer of ice cream to dispose of the product, he should not merely assume that it is fine ice cream, and go ahead with the advertising. To be sure, the mere name of the cream and of the maker and a little catch phrase, if published often enough in good mediums, will in time, make a public impression and bring some business; but the advertiser should not be content to get a little publicity for his money when the publication of a series of interesting facts, one or two at a time, will bring more business. The writer should go beyond even the process of making. He should ascertain whether or not superior cream is used and from what grade of milk it is taken. He should look into the seasoning used to see if there are strong selling points on that subject. The cleanliness with which the ice cream is made, the carefulness employed in following the formula, the facilities of the store in providing a variety of flavors in creams and ices, the features of the delivery system, a study of the different classes of people that buy ice cream, a study of the competition—all these and other things should be investigated thoroughly. If such an investigation as this is made, facts will be discovered in almost every retail business that will assist in promoting the goods offered for sale.

The same principle applies to advertisers that sell service rather than goods. Suppose, for example, that a business school is to be advertised. The general claim that "it is the biggest and the best" makes little impression on the public. The ad-writer should gather facts that show why young men and women do well to study bookkeeping and shorthand, that show how employers apply to the school for its graduates, that bring out the ability and experience of the teachers of the school, etc.

If a plumbing and heating shop is to be advertised, the telling of an instance when a break in a pipe was repaired in 38 minutes from the time the telephone call came to the

shop is worth a great deal more than the stereotyped claim of prompt service; and such items as these can be gathered only by close investigation.

14. In some cities there are advertising agencies with staffs of very competent writers that make a specialty of writing retail advertisements. These agencies enable the retailer to have the services of a high-grade man without being obliged to pay for all of his time.

15. Syndicate advertising service has also entered to some extent into the retail field. By *syndicate advertising service* is meant the service offered by firms that write up and illustrate special lines of advertisements and offer to sell this copy to one retailer in each city. Shoe advertisements, bank advertisements, and other special advertisements of this nature are favorites with syndicate ad-writers. While some of this copy is better than the work of the average ad-writer and is cheaper, it lacks individuality. If within the retailer's means, it is much better for him to have copy written particularly for his store and his special line of goods.

THE YEAR'S WORK

16. What the Plan Should Cover.—The advertising of any retail business should be conducted along the lines of a general plan, or scheme, determined in advance. At the beginning of each new year, the firm and the advertising manager should, if possible, decide: (1) how much money is to be spent during the year for advertising of all kinds; (2) in what mediums it is to be spent; and (3) the amount to be spent in each of the 12 months.

17. Annual Expenditure for Advertising.—Before a new advertiser decides how much he will spend for advertising, he should first arrive at a clear understanding of the relation of advertising to his business. Some business men look on advertising as an unproductive expense item only —a necessary evil, as it were—like bookkeeping or stationery; and, without doubt, the kind of advertising that lacks

every element of salesmanship—that runs without change of copy week after week—is an unproductive item of expense. Other business men regard advertising as an investment, which, if properly cared for, will yield a good profit. This is the modern view of advertising. Advertising pays if it is made to pay. It is very easy to lose money in advertising that is badly planned and poorly conducted, while, on the contrary, it is almost as easy to make money in advertising that is well planned and skilfully conducted.

18. Margin for Emergencies.—It is seldom the case that any advertising plan—no matter how skilfully conceived—can be rigidly adhered to. Conditions may arise that will necessitate a heavier expenditure in some months than was originally provided for; or, perhaps, in some other month, less advertising is done than was anticipated. These ups and downs offset each other as a rule, but every appropriation for advertising should be large enough to meet emergencies or cover unlooked-for expenditures that are almost certain to become necessary or advisable. For instance, if a merchant is unwilling to spend more than $6,000 for the year's advertising, the plan should dispose of not more than $5,500, leaving a margin of $500 to meet unusual expenses or to take advantage of unexpected opportunities.

19. Amount That Can be Profitably Spent.—In deciding on how much to spend for advertising, the retailer must consider: (1) the average gross percentage of profit on his sales, and (2) the net annual percentage of profit on his capital. It is apparent that if the gross profit on an article is $1, the amount that can be profitably spent to sell it through advertising must be much less than $1. A portion of the dollar profit must go to pay its share of the store rent, the salesmen's salaries, and the other expenses of the business. Then, in order that there shall be some net profit left, only a portion of the remaining gross profit may be spent in advertising.

20. A successful Brooklyn store furnishes an illustration of how skilfully cost of selling may be figured. According to its figures, the average cost of selling is 23 per cent. of the sales. Ten per cent. of this figure covers general store expense, rent, light, depreciation of stock, etc.; the remaining 13 per cent. covers the cost of labor and advertising. If labor can be kept down to 6 per cent., then the store has 7 per cent. for advertising. Of course, both the sum represented by this 23 per cent. and the profit percentage of this store are added to the cost prices of goods. The full amount is not added to the prices of those articles that must be sold close to cost, but on other articles a higher profit percentage is added, so that the average sales will bring in the full expense and profit percentages.

To illustrate how advertising, in spite of the expenditure, makes a business profitable, suppose that a retailer is selling clothing, without advertising, at an average gross profit of 40 per cent. If he sells $10,000 worth of clothing at 40 per cent. profit, he will take in $14,000 and his gross cash profit will be $4,000. Out of this amount he must deduct perhaps $1,000 for rent, insurance, etc., and $2,000 for salesmen's salaries and all other expenses. This leaves $1,000 net profit; just 10 per cent. of the $10,000 originally invested. Therefore, the net annual percentage of profit on his capital is 10 per cent. If he now decides to begin advertising, he may, perhaps, appropriate 4 per cent. of his gross sales.

21. Turning Over Capital.—Now this question arises: If this retailer can regularly make 10 per cent. net profit without advertising, why should he spend $560 of this $1,000 profit and thus cut down his percentage of profit from 10 per cent. to 4.4 per cent. The answer is: Advertising should largely increase the number of sales, and several sales during a year at a net profit of 4.4 per cent. on each sale is better than one sale during the year at a net profit of 10 per cent. As business men express it "Advertising causes a more rapid turnover of capital." In this way, larger earnings on small capital are made possible.

To illustrate this point, suppose that a clothing dealer's entire capital is $40,000, and that without any advertising he is able, during the year, to sell $40,000 worth of clothing at a net profit of 10 per cent. Then he will have used or "turned over" his capital just once during the year, and the net annual profit of the business will be $4,000, or 10 per cent. on his investment of $40,000. Suppose that in the following year he does business on a capital of $40,000 plus $2,000 of the previous year's profits, which $2,000 he devotes to advertising. Though this merchant starts off the new year with increased selling expense, on account of the advertising, it is not improbable that he could turn his capital twice. If so, his profit for the year should be more than the preceding year's profit even after the advertising expense and an allowance for additional expense were taken out; that is, $40,000 + $2,000 of preceding year's profit = $42,000, which if turned twice would yield sales of $84,000. On this basis, the former scale of prices for the clothing should yield a total profit for the year of more than $4,000, despite the fact that the profit on each sale is smaller than it was the preceding year. In other words, it is better to make a dollar bring a profit of 6 cents or 7 cents twice a year than to have it work only once a year at a profit of 10 cents. The inside running expense of a business—rent, salaries, etc.—should not increase in exact proportion to increased sales.

It should not be inferred from the foregoing that 5 per cent. of the gross sales is the proper percentage for all clothing stores. This percentage is merely used as an illustration. The proper percentage depends on the amount of the trade, the size of the territory, and other conditions. It might be 4 per cent. or it might be 6 or 8 per cent.; the exact amount is a question for the advertiser and his advertising man to decide.

The smaller the capital of a business, the more necessary is a frequent turnover of that capital. If a grocer has only $2,000 capital, and expects to make a $1,000 living out of his grocery business, he will certainly have to turn over his capital many times during the year. This is one good reason why the retailer with a small capital should advertise.

22. Advertising a New Firm.—Firms already established in business know from experience what their net profit has been and can allow a definite percentage of total sales for advertising. But firms just starting in business must take as a basis of calculation an estimate of sales. Whether such an estimate be correct or not will depend on their business judgment and experience. However, no new store can get a start nowadays in a town or city without a fair advertising outlay, and the expenditure must necessarily be larger than that required to produce the same results for an established business. The public needs to be told of the new firm's existence, and why it should transfer all or part of its patronage from the older firms to the new. Many a new retail business is operated for the first year at a loss, due to the heavy advertising required at the start. But after the "ball is started rolling" the problem of securing business through advertising becomes much simpler.

23. Spending Cash Discounts for Advertising.—To encourage the prompt payment of bills, and to avoid the acquirement of bad accounts, wholesalers usually allow retailers a discount of from 2 to 10 per cent. on merchandise bills that are paid within 10 days of date of invoice. Some retailers make it a rule to spend the amount of their cash discounts for advertising. But this is a rather uncertain plan, if followed literally. Such advertisers must figure that their yearly average of discounts about equals the amount they are willing to spend for advertising, so it would seem better to determine their expenditure definitely on a percentage-of-sales basis.

24. Determining the Total Expenditure for the Year.—Having decided what percentage of sales is to be spent in advertising, the retailer may determine in advance his total expenditure for the year, either by taking as a basis of calculation the sales of the year just ended, or the total he expects to get during the year just beginning. Where the advertiser is satisfied with a slow but steady business growth, the former basis of calculation is the safest; where, on the

other hand, he desires to increase his annual sales rapidly, he must use the latter basis of calculation.

Inasmuch as the retailer is buying goods throughout all the year, it would seem practicable for him to spend for advertising a certain percentage of the total sales of each lot of goods from time to time. But this plan is open to serious objections: First, he would be unable to decide in advance his probable expenditure for the year. He could therefore make no definite plans as to the distribution of his expenditure, and not being able to estimate how much advertising he would do, he could not get the most advantageous rates from any newspapers but those selling space on the flat-rate basis. Second, it must be remembered that the percentage of sales with which he is figuring is an average percentage, determined after careful consideration of his annual business. It would not be practicable, for instance, for a dry-goods house to spend the same percentage in advertising a staple like cotton as in advertising more profitable articles like silk skirts. The merchant might perhaps spend $\frac{1}{2}$ per cent. on the cotton and 4 per cent. on the silk skirts, and so on with other articles, as long as his total for the year averaged up correctly. In the case of the larger retail stores, the advertising is not always conducted solely to force the sale of the articles advertised. Certain articles may be offered as leaders to draw the crowd. For instance, in "Annual White-Goods Sales," cotton sheeting is sometimes offered below cost, simply to create talk and to draw customers to the store, where more profitable goods may also be sold to them. In such a case, the advertising of the cotton may cost as much as, or more than, the amount received for it.

All these arguments apply with equal force to the scheme of spending cash discounts on each line for advertising to sell it.

Advertising is resorted to in order to promote trade in general, rather than to dispose of each different line of goods separately. It is something like a man drawing a salary of $20 a day. On many days he will not earn $5, but on other days he may earn $200. In the whole year his

worth to his employer may average more than $20 a day. Just so with advertising. It is impossible to count the returns on any one dollar spent for advertising, but $100 or $5,000 judiciously spent will surely produce satisfactory results.

APPROPRIATIONS

25. Time Distribution of Appropriations.—After the total annual expenditure has been determined, the amount to be paid out for the salary of the advertising manager, or ad-writer, and the margin reserved for emergencies should be deducted from the estimated total expenditure. The remainder will represent the amount that is to be spent for space in various mediums and for printing and other advertising expenses.

The next thing to be determined is how much is to be spent in each of the 12 months of the year. This brings up the question of when it pays best to advertise: when business is naturally dull or when it is naturally brisk.

On the one hand, advertising might be considered as a stimulant for brisk trade at a time when everybody is inclined to buy; just before Christmas, for instance, it would seem best to use large space in an effort to capture a fair share of the holiday business. On the other hand, a plausible argument would be that since everybody intends to buy Christmas presents whether the dealer advertises or not, he might as well save his money and buy advertising in dull times, when business needs a tonic.

26. There are good points in both arguments, but the practice of experienced advertisers is to advertise heavily when conditions are favorable for business, and in dull times to advertise just enough to keep their goods before the public, or sufficient to keep their salesmen busy.

Midsummer is the dullest period for most lines of business, but there are some that thrive best in hot weather, such as liveries, ice-cream parlors, and laundries.

It should not be a difficult matter for any retailer to decide what percentage of his business was done in each month of the previous year. His books should show this in dollars and cents. It will be a safe plan for him to distribute his advertising over the 12 months in about the same proportion, except that the weak months should be favored a little. Suppose, for instance, his books show that his business, month by month, for the previous year was proportioned as follows: January, 8 per cent.; February, 9 per cent.; March, 10 per cent.; April, 8 per cent.; May, 7 per cent.; June, 5 per cent.; July, 5 per cent.; August, 6 per cent.; September, 8 per cent.; October, 10 per cent.; November, 12 per cent.; December, 12 per cent.

Inasmuch as many of his fixed expenses, such as salaries, rent, insurance, etc., are the same in June as in December, it is apparent that if the percentage of business of these two months, for instance, could be more nearly equalized, it would be advantageous. Therefore, the advertiser might distribute his appropriation as follows: January, 8 per cent.; February, 9 per cent.; March, 10 per cent.; April, 8 per cent.; May, 8 per cent.; June, 6 per cent.; July, 6 per cent.; August, 7 per cent.; September, 8 per cent.; October, 9 per cent.; November, 10 per cent.; December, 11 per cent.

Of course these figures are assumed, for the sake of illustration. They might apply to one business and not to another, but in distributing an appropriation, these points should be borne in mind: First, in the busiest season, trade comes easily and returns from good advertising are immediate and tangible, but it is bad policy to advertise too heavily and thus draw more people to the store than can be profitably handled. The advertising should be sufficient to keep the store only full, not "jammed." Second, in dull seasons trade does not come easily and the advertising returns are as a rule intangible, but the money is not wasted. Dull-season advertising makes busy seasons busier. Such advertising gives the store publicity, and when people get ready to buy, they will go to the store whose advertisements have made the most favorable impression.

27. Distribution of Appropriation Among Mediums.—After deciding *when*, the next step is to determine *how* or *where* the appropriation is to be expended. The retailer may consider *newspapers*, *street cars*, *outdoor displays*, *letters*, *circulars*, *novelties*, and *house publications*. Just what percentage should be spent in each medium depends on the nature of the business. As a rule, however, the newspaper has the bulk of retail and local advertising.

CHANGING THE PLAN

28. Of course, when possible, it is well to decide in advance of or in the early part of the year just what can be spent for advertising, and when and in what mediums the allowance should be spent. But these general plans are usually subject to much change as the advertiser "feels his way." The results of some special advertising may be such that the advertiser would be justified in immediately making an extra appropriation to be expended along the line of the successful plan. One medium may prove decidedly unprofitable and make further expenditure in that direction most inadvisable. Therefore, while it is always well to plan and to advertise systematically, the advertiser cannot afford to tie himself to any hard-and-fast plan. What he thinks in January to be the proper course for the year, may, before half the year passes, prove to be an unwise plan. Plans often have to be changed from month to month, as the advertiser gets more light on his problems.

CONTRACTING FOR SPACE

NEWSPAPERS

29. In contracting for newspaper space, it is well to remember that the paper with the lowest rate is not necessarily the cheapest; it is usually the most expensive, when circulation is considered.

Some advertisers, such as banks and laundries, are safe in contracting to use a certain amount of space daily or every other day or twice a week for a year, but most retailers should contract merely for a certain amount of space to be used at will. By this plan, the retailer can gauge his advertising according to weather conditions, current events, state of trade, condition of stock, etc. When he wants to use large advertisements, he will be at liberty to do so; when he feels it best to discontinue for a short time, there is nothing in the way. With the solicitor of the newspaper, the advertiser should come to a specific understanding as to the page and position for his advertisements, and when the advertisements are run, should then check carefully to see that he gets what he pays for.

Most papers have *space discounts;* that is, they give a lower rate for 5,000 or 10,000 lines of space than they do for 2,000 lines. The retailer should have a contract to the effect that in case he begins with the idea of using 2,000 lines, for instance, he shall have the 5,000-line rate for all space used, in the event that he shall use up to 5,000 lines.

30. Most small newspapers—and some large ones—are careless in setting and placing advertisements. The average compositor will either try to use too many styles of type and too much rule and ornament or else go to the other extreme and set up the advertisement carelessly with any style of type that may be at hand. This condition can be prevented by furnishing layouts with the copy or by threatening to cut off patronage if the copy is not set properly.

31. Profitable Use of Small Space.—Most retail advertisers use small space; that is, their advertisements rarely exceed 16 column inches. It really requires more skill to get satisfactory returns out of small space for a small store than to make large space profitable for a large store. Large advertisements attract the reader simply by their size and by the variety of articles offered for sale. But in writing small advertisements the ad-writer is restricted

by lack of space and must get the very best value out of a few words, small illustrations, and small display type.

The best plan in using small space is to specialize on one article or on one line of articles in each advertisement. If several papers are used each day, then several articles or several different lines may be advertised each day. The advertiser should exercise his best judgment in selecting the articles to be advertised, using only such as are very desirable, because of style or price, or some other selling point. These leaders will draw the people to the store and give the clerks an opportunity to sell them a variety of articles. It is a mistake to attempt to run a department-store style of advertisement in space only large enough to present a few articles properly. Some of the most successful retailers in the country have increased their business largely through the use of 2- and 4-inch advertisements in the daily papers. Special position is of more value with small space than with large space. A large advertisement will be seen wherever it is placed, but the small advertisement must be favored.

32. Individuality in Appearance of Advertisements.—It is desirable to attain individuality in all advertisements, because in this way the hasty reader is enabled to recognize the advertisement of a favorite store at a glance. While the average woman might never notice the difference between De Vinne and Post Old Style, she is nevertheless more susceptible to tasteful typographical and illustrative effects than the average man. Care should therefore be exercised in the selection of a good face for the advertisements, but this one style of type should not be used continuously until it becomes "stale."

STREET CARS, POSTERS, AND SIGNS

33. Street cars are well adapted to various lines of retail advertising. Their use is dealt with fully in *Street-Car Advertising*.

Posters and outdoor signs are not so valuable to retailers as are other mediums, although they afford general publicity that is of value. The use of posters and outdoor signs is dealt with in *Outdoor Advertising*.

MISCELLANEOUS MEDIUMS

34. Retail advertisers are regarded as legitimate prey by every one that gets up a program, a directory, a time table, or anything of this nature. As pointed out in *Mediums*, the cost of advertising in practically all these mediums, though frequently small, is usually far beyond the real value. About the only exception is the theater program that is widely distributed, and even this is usually inferior to newspaper advertising. It is well to make a fair trial of theater programs, inserting advertisements of a distinct "store-news" character and changing copy frequently. Returns should be checked carefully. A restaurant that makes a specialty of after-theater dinners should find theater programs profitable mediums. Such advertisers as jewelers and retailers of hats, shoes, clothing, liquors, etc., should also be able to use theater programs profitably.

USE OF FORM LETTERS

35. Letters in imitation of typewriting, or **form letters**, that deal interestingly with the dealer's proposition and are mailed or delivered to old and prospective customers sometimes bring good results. Lists of names to which such letters may be sent may be made up from sales records or from directories. To get results, letters must contain more than a general plea for business.

There is an enterprising tailor that never fails, near the end of a season, to send out a letter to his patrons, telling them of the odd trousers patterns he has on hand and offering to make up one pair for $5.50 or two pair for $10 from the same measure at the same time. He writes as if he were giving them inside information of the sale before offering the patterns to the general public.

SAMPLING

36. In the case of a bakery, specimen loaves of the best bread could be left, as samples, at homes in the section from which the baker could reasonably hope to draw trade. Distributing samples is expensive, but it pays in the long run if the goods are of sufficient merit. No housewife with whom a loaf of fine-looking bread is left is going to throw it away; it will be tried, and if it is better than the bread she has been using, she is more than likely to buy the new bread regularly. A new baker could, of course, sample as thoroughly as his advertising appropriation allowed. An established bakery would pursue a different plan, leaving samples only at homes where it did not already have a customer.

Sometimes, grocers, in undertaking sampling campaigns of coffees, flour, etc., are able to get samples from the manufacturer. The retailer is trying to increase the sales of the brand, and it is only fair that the manufacturer should share the expense.

Checking carefully the value of each plan as he proceeds, the retailer should be able to determine what pays and what does not. The baker, for instance, might distribute 500 loaves in a given section and watch results carefully before going further with the sampling plan. After trying the distribution of the full-sized loaf, he might try the distribution of a small-sized loaf, with a ticket entitling the holder to a free full-sized loaf with the first purchase at the bakery. This plan would bring the prospective purchaser to the bakery.

CIRCULAR ADVERTISING

37. While the newspaper is the medium of the greatest value to the average retailer, there are many retailers so situated that they cannot use newspapers profitably. Take, for example, the case of a grocer, a baker, or a druggist in one end of a large place like Chicago, Philadelphia, or St. Louis. Being away from the central part of the city and dependent for trade on just one section of it, this retailer

cannot afford to pay the rates of newspapers that circulate over the entire city. The section in which he can hope to get patronage probably does not constitute one-fiftieth part of the city's area. If, therefore, he uses newspapers that circulate over all the city, he pays for a circulation of which forty-nine fiftieths will do him no good. Sometimes, where an advertiser is located in a suburb of a city or in a near-by smaller city, the newspapers of the large city will give him special rates, but in many cases even the special rate makes advertising prohibitive.

Such a merchant has a hard problem to solve, but it is not unsolvable. Unless the distribution of circulars at the doors of homes is prohibited in his city, he can at intervals get out well-printed circulars describing his offers, much in the manner of a newspaper advertisement. He can have these circulars distributed by boys, he can send them through the mail, or he can send out one of the circulars with every package. He can also send out large mailing cards describing specialties.

38. Suppose, for instance, that a grocery store is to be advertised. A well-printed bulletin of the offerings of the store for the week might be made up with a title like "Browne's Grocery News," in the style of a little newspaper page, as shown in Fig. 7, which is intended merely to give a general idea. Following the methods of the large stores, the grocer may put up a leader for each day of the week, offering a well-known brand of soap at cost for one day of the week—limiting the number of bars sold to each customer —offering some other article of a standard nature for the next day, and so on for each day of the week. Of course, the grocer will make nothing on these specialties, but they will bring customers to the store and he will as a result get some of the regular trade of such customers.

Best of all, these bargain offers will insure the reading of the bulletin. The careful housewife is ever on the lookout to see how she can save a little of her allowance. If the grocer finds that too many come in to buy the specials, he

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September 10, 1909

Browne's Grocery News

New Goods This Week

The Old Favorites

Improved Delivery Service

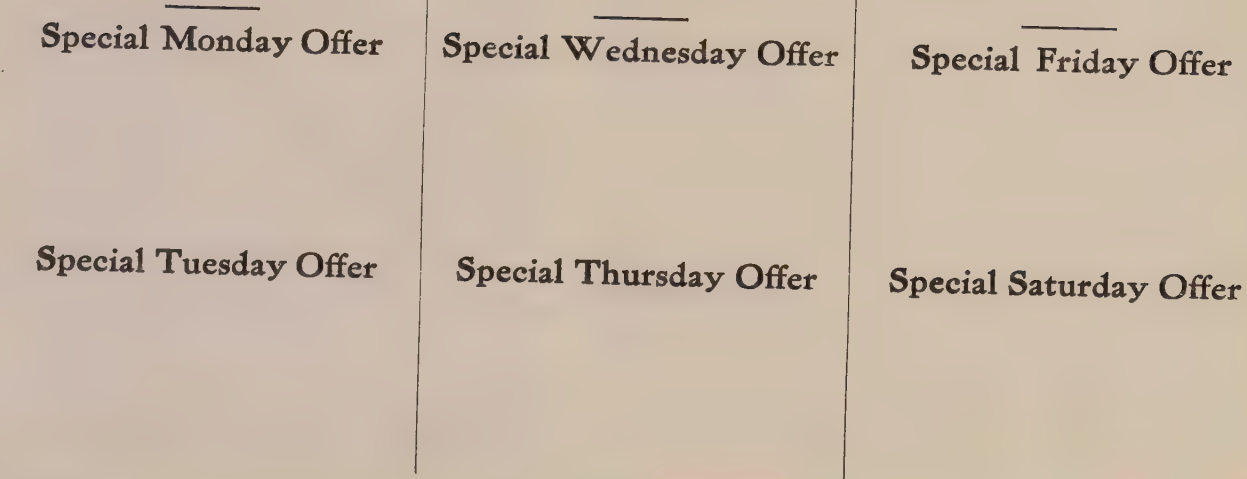
Special Monday Offer
Special Wednesday Offer
Special Friday Offer
Special Tuesday Offer
Special Thursday Offer
Special Saturday Offer

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FIG. 7

can vary his offers by advertising on one day to give a 5-cent cake of Ivory soap with every 50-cent purchase; on another day, a bottle of good olives with every dollar purchase; etc. On these special offers the profit will be little or nothing, but the point is that they bring people to the store, and if the grocer's store and service are what they should be, he will be able to increase his regular trade steadily.

39. Supplementing the Newspaper Campaign With Circulars.—In general, the retailer should rely on newspaper advertising (and sometimes on car cards and theater programs) to create new customers. To help him hold these customers, he should do a certain amount of circular advertising. It is not enough to draw a new customer into the store for a bargain or a purchase at a regular price. Such a store as a piano store need make only one sale to a customer to do a successful business, but most retailers have to depend for profit on steady patronage. If no attempt is made to make regular customers out of the new people that come in, they may drift away to other stores. Circular advertising plays an important part in making steady customers out of new ones.

40. List of Customers.—Every retailer should know exactly who his customers are. He is aware that a pleased customer is the best advertisement, but usually makes no effort to please except when the customer is in the store with some money to spend. The retailer should learn from his mail-order competitor the value of good follow-up work. Many mail-order dealers will spend more to get a new name on their books than the first sale is worth. For instance, a dealer in art furniture advertised a plate rack for $1, delivered express prepaid. It actually cost him more than $1 when placed in the home of his customer, but he obtained through this offer the names of many persons interested in art furniture. By means of his follow-up system he hoped to make them permanent customers, and it is said that his plan was successful. The lesson to be learned from this is that the retailer does well to get the names and addresses of

all customers, provided he can get the information tactfully. The name and address must always appear on the sales check when goods are to be delivered, and the information can also be obtained in most cases from customers that take their own packages. These names should be transferred to a card file. Then, each day the duplicate sales checks should be checked through, and whenever any new names appear they should be entered in the files.

With a complete card file of all his customers, the retailer is prepared to supplement the newspaper advertising by follow-up matter that will hold and develop trade. The principle of bargain advertising is to get the customer into the store. A woman may come in expecting to buy only the single bargain advertised, but the tempting counter displays and tactful salesmanship of the clerks usually cause her to buy articles that were not advertised. The retailer of a single line of goods can do much more than this. He can follow up his customer with mailed or distributed circular matter that will induce her to come again for more purchases. He can keep her informed of the arrival of new goods, invite her to attend openings or demonstrations, advise her of some very special bargains "not advertised in the newspapers, but announced to our regular customers only," etc. Such supplementary advertising is sure to retain customers and to build up a clientele of pleased purchasers that will stand by the store that stands by them. For the most effective operation of such a system, the card file of customers' names is essential. The ways of using such a list and the preparation of follow-up material will now be considered.

41. Method of Introducing New Goods.—A concern in New York advertised in the magazines for the names of women that desired to receive samples of the latest metropolitan dress fabrics. When the samples and descriptions were sent to inquirers, an effort was made to sell them some of the goods.

The retailer can utilize this scheme for introducing and popularizing new goods quickly. As soon as a shipment has

been received, a description of the goods—with their use and price—should be printed on small envelope-size cards, which should be enclosed with samples of the goods and mailed to all the addresses in the file. The card might be headed "Special Sample Service for Blank and Company's Regular Customers," or something of that sort. Every woman likes to see samples and prices of new goods, and will be pleased at the attention given her by the firm. This circularization is more than likely to create or stimulate a desire for new apparel, which will result in more business. Often the manufacturer will furnish a card or folder that can be used in this way, and will print on such matter the name and address of the retailer.

42. Invitations to Sales.—A list of customers' names is especially valuable in case of an opening or a special sale. A neat card or folder printed in imitation of an engraved invitation to a society event should be sent to each address in a plain, sealed envelope. In the case of customers that prefer to be waited on by some particular clerk, the invitation may be accompanied by the clerk's personal card. As a change from the imitation of the social invitation card, the retailer can use effectively a neat letter printed in small typewriter type on a note sheet bearing the monogram of the store.

43. Package Circulars.—A very effective way of distributing any kind of circular matter is to enclose one copy in every package sent out from the store. In Fig. 8 is shown a circular that was used by a laundry. Only a small proportion of the readers of a newspaper advertisement become customers of the store, but these package circulars go only to customers, people that are familiar with the store and are most likely to purchase at some future time. The circular is found when the package is opened, at a time when the customer is interested in her purchases and in the store. It is likely to be read, and will be effective if it is brief and to the point. Such a circular might take the form of a weekly bulletin, in which the concern could list, say, half a dozen

choice offerings for that week only. This scheme gives a small store a chance to operate the bargain idea on a small scale and to dispose of remnants or odds and ends of stock, the quantity of which would not warrant the expense of a newspaper advertisement. Such a bulletin could be printed on single sheets of good paper and headed "Blank and Company's Weekly Bulletin Service for Regular Customers Only."

Figs. 9 and 10 show examples of good folders to be sent out with goods or to be handed to customers. The illustrations show only the inside pages. In the original, the folder

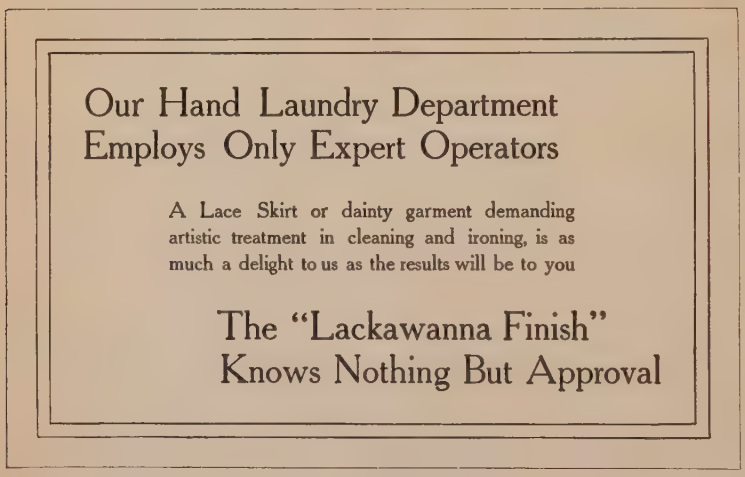

Our Hand Laundry Department
Employs Only Expert Operators
A Lace Skirt or dainty garment demanding artistic treatment in cleaning and ironing, is as much a delight to us as the results will be to you
The "Lackawanna Finish"
Knows Nothing But Approval

FIG. 8

shown in Fig. 10 had an outside cover showing a Christmas wreath of holly with the berries in red. Note the sensible suggestions made regarding Christmas presents. This was a most seasonable circular.

44. Mail Folders.—The **mail folder** is to retail advertising what the booklet is to mail-order advertising. While few retailers can profitably use booklets, they should all send out at least two folders a year—spring and fall—and in a great many cases one each month could be made to pay well if properly prepared. The advantages of monthly

Cushion Shoe

OUR "Cushion Shoe" was designed for the comfort of chronic standees.

MADE from the softest of vici kid, its especial feature is a felt cushion covering the usual insole and enclosed in a kid case.

BESIDE that the 'counter' is made specially long and with the help of a steel shank supports the overtaxed instep.

FOR brokers, doctors, accountants, and all others who stand much, the "Cushion" is most restful.

$5

Rogers, Peet & Co.

258-842-1260 Broadway, New York

Three Stores

FIG 9

Gifts Worth the Giving

SO THE GIFT, SO THE FRIENDSHIP. Frivolous tokens invariably mark a frivolous admiration; while gifts such as one finds in our magnificent assortment are wholly suggestive of affection of the truest sort. Always giveable gifts, always acceptable gifts. They're the only kind on show here.

The problem of choosing the right present vanishes the instant one gets amidst this vast assemblage. Look whichever way you will, you'll gaze on pertinent suggestions---for father, for mother, for sister and brother and the others likely to be remembered by you.

Strange indeed if one cannot find a token to satisfy both fancy and purse from an assortment so vast, so diversified and so modestly priced. It's the Mecca for discriminating Yuletide shoppers---unquestionably.

Walk in and look around.

China Hall

GEO. V. MILLAR & CO.

213-215 Washington Avenue

FOR WOMEN

Trinket Sets
Puff Boxes
Cream Boxes
Bon Bon Boxes
Jewel Trays
Comb and Brush Trays
Cut Glass Candlesticks
Silver Candlesticks
China Candlesticks
Kayserzinn Candlesticks
Bric-a-Brac
After Dinner Coffee Cups
Chafing Dishes
Jardinieres
Cologne Bottles
Hair Pin Trays
Ink Stands
Manicure Trays
Paper Cutters
Paper Weights
Ring Trays
Tea Bells
Tea Caddies
Rose Bowls
Art Pottery
Fruit Dishes
Pin Trays
Five O'clock Tea Kettles
Flower Vases
Fern Dishes
Candle Shades
Hair Receivers

FOR MEN

Cigar Jars
Tobacco Jars
Cigarette Jars
Pipe Racks
Ash Trays
Match Holders
Claret Jugs
Toddy Kettles
Chafing Dishes
Student Lamps
Gas Portables
Electric Portables
Ink Stands
Paper Weights
Steins
Liquor Sets
Decanters
Carving, Steak and Fowl Sets
Den Furnishings
Silver Shaving Mugs
China Shaving Mugs
Butters Bottles
Cut Glass Flasks
Carver's Assistant
Loving Cups
Card Trays
Paper Cutters
Cuspidors

Cigar, Tobacco and Cigarette Jars come in cut glass, carved wood, Doulton, Metlach, plaster and various other wares.

HUSBAND TO WIFE. WIFE TO HUSBAND CHILDREN TO PARENTS

Tea Sets
Dinner Sets
Breakfast Sets
Chop Sets
Salad Sets
Berry Sets
Ice Cream Sets
Egg Sets
Fish Sets
Game Sets
Bread and Butter Sets
Steak Sets
Chocolate Sets
After Dinner Coffee Sets
Chamber Sets
Candelabras
Hanging Lamps
Parlor Lamps
Princess Lamps
Candlesticks

SILVERWARE

Knives
Forks
Tea Spoons
Table Spoons
Soup Spoons
Oyster Forks
Berry Forks
Butter Knives
Berry Spoons
Dessert Spoons
After Dinner Coffee Spoons
Bread and Butter Spreads
Sugar Shells
Cocoa Ladles

Potteries, Art Bronzes and other highly artistic wares.

CUT GLASS

Tumblers
Cordials
Wines
Sherrys
Clarets
Champagnes
Goblets
Decanters
Olive Dishes
Jelly Dishes
Bon Bon Dishes
Lemonade Glasses
Berry Dishes
Fruit Dishes
Creme de Menthes
Oyster Cocktail Glasses
Spoon Trays
Celery Trays
Ice Cream Trays
Ice Tubs
Rose Bowls
Mustard Pots
Salts
Peppers
Oil Bottles
Vinegar Bottles
Whipped Cream Bowls
Flower Vases
Punch Bowls
Finger Bowls
Cocktails

FIG. 10

folder distributions are: First, they continually remind regular customers that the advertiser wants to retain their trade; those who ask for anything are most likely to get it, and these monthly requests for business are likely to prevent the shifting of trade to other dealers. Second, they keep the advertiser's name and goods in the minds of prospective customers; when they are ready to purchase anything in his line they will be influenced to buy from him. Third, many

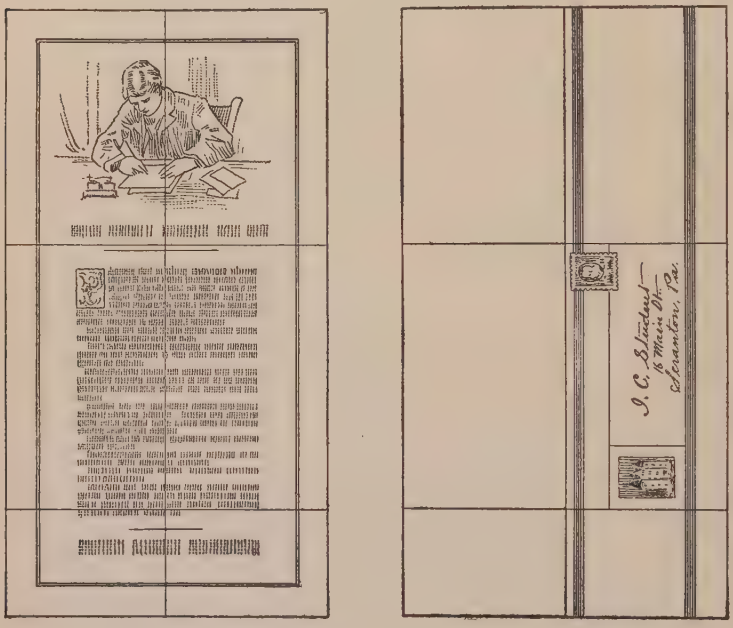


FIG. 11

people that do not regularly read the newspaper advertisements will read folders personally addressed and sent to them by mail.

The most economical and satisfactory form of folder is a sheet of rather heavy paper so printed and creased that it can be folded to about the size and shape of an ordinary envelope and can be mailed under a 1-cent stamp. Figs. 11, 12, 13, and 14 show open and folded shapes of several folders of this character. In those shown in Figs. 11 and 12,

one of the folds slips into the other and is held by it. The folder shown in Fig. 14 has one fold trimmed to a point so

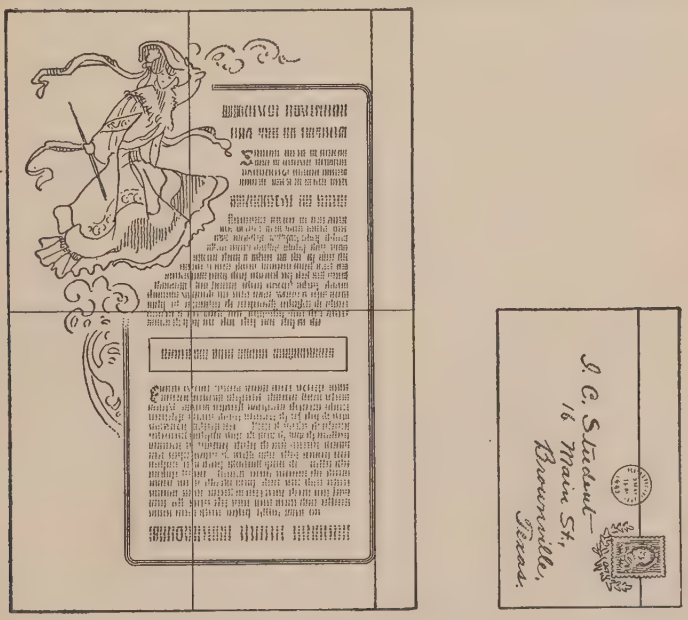


Fig. 12

that it can be inserted into a slit made in another fold. Those shown in Figs. 12 and 13 are held together by a 1-cent stamp. These are all good schemes, and the folders can be

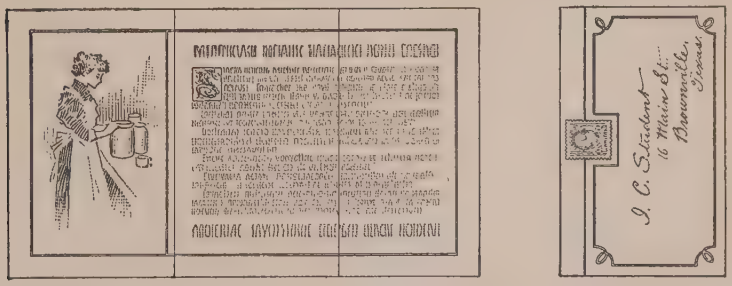


Fig. 13

varied in size and style to suit the advertiser's requirements. As a rule, the printing is on one side only and in large type,

but often the outside fold bearing the address and stamp is ornamented, or some catchy line or quotation relating to the goods is printed above or below the address. Such printing on the outside need not always "give away" the contents of the folder, but may be some general statement like "A penny saved is two pence earned," or "This is the stuff that dreams are made of," depending on the thought that the advertiser wishes to instil into the reader's mind before the folder is opened. The copy for the inside sheet should be about the same as that used for a newspaper advertisement, but it may be as bright or chatty in style as the writer can make it. The inside and the outside of a folder, illustrating the general style of matter used and the manner of folding, is reproduced in Figs. 15 and 16.

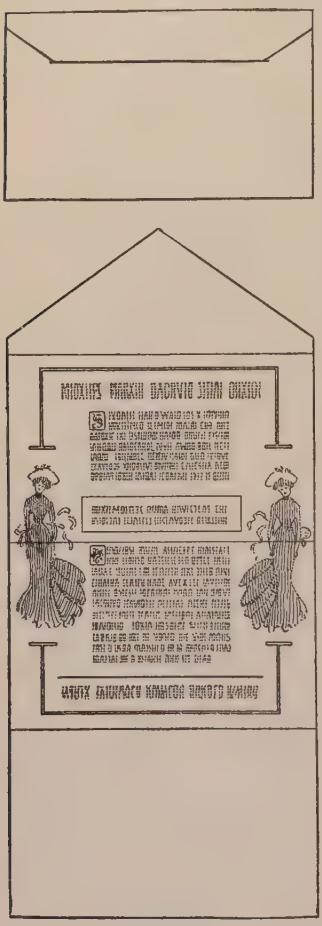


FIG. 14

It should be remembered that folders cut in such unusual shapes as a miniature hat, a pumpkin, etc., will require the cutting of a special die, which will increase the cost of the job.

45. Post-Card Folder.— Another form of folder that has recently been used to some extent is one in which a post card for reply is attached to the main sheet. Such folders must be so constructed that the post card when torn off will meet the post-office requirements as to thickness, size, and color. The folders shown in Figs. 13 and 14 may be made with post cards attached. The post

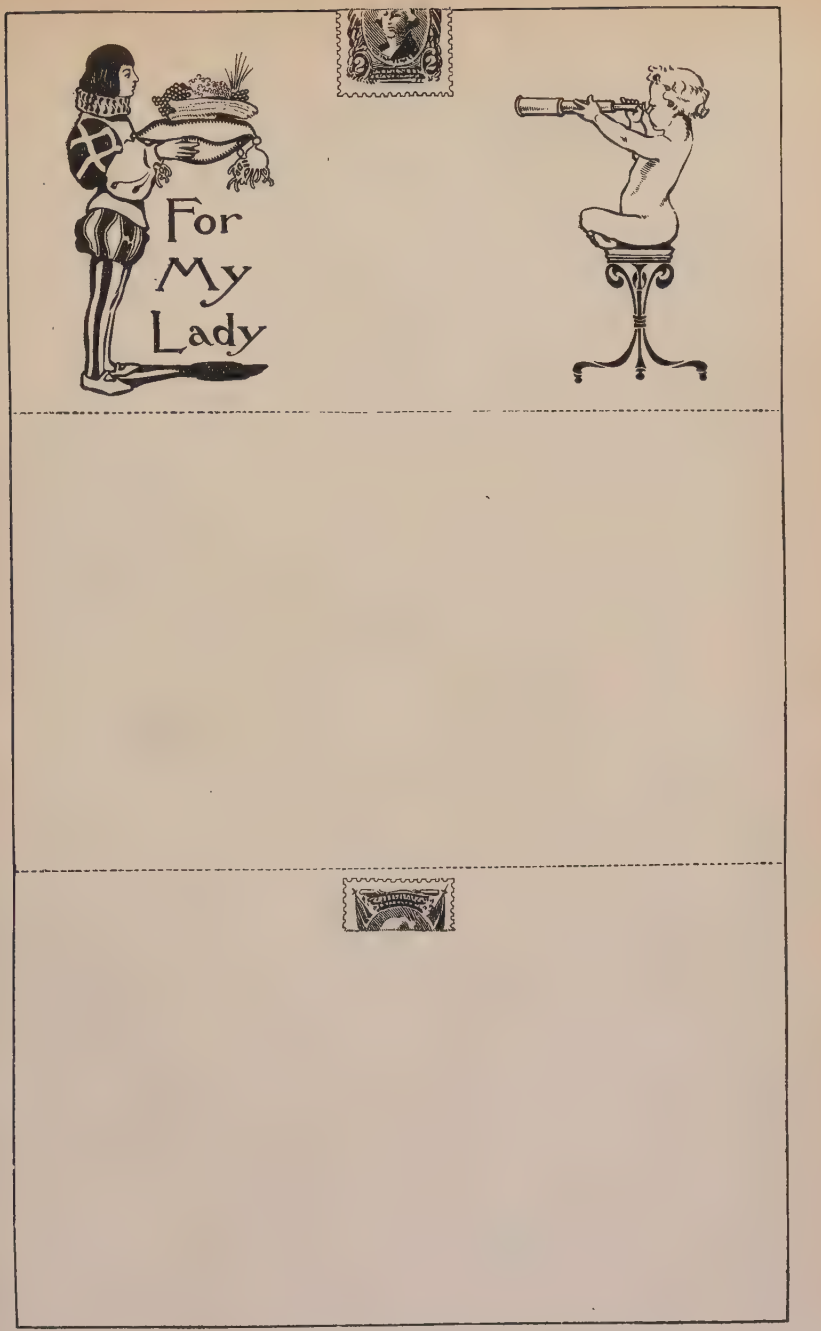


FIG. 15

Outside of Folder—(Opened)

Preliminary Opening of Millinery

WEDNESDAY, FEBRUARY 18

AN EXPOSE of the early arrivals just to give you a correct forecast of the exclusive styles approved by close followers of fashion—showing for the first time in Chicago the new millinery ideas for the spring and summer of 1903. We've many new things to show you—radical innovations that will surprise you. Flowers and foliage are the key notes of the smart styles this year, but the shapes are more picturesque than ever before. The high-crowned hats with their quaint, piquant beauty hold the center of the style stage this year. You'll find the handsomest types here. Then, too, there's an elaborate showing of Paris creations depicting the very latest style-thought of the master milliners of the French capital, together with a comprehensive gathering of exclusive ideas from our workrooms.

FERRIER & LE BLANC

"The crowning glory of Woman is her Hat"

A Novelty for Easter

FIG. 16

Inside of Folder—(Opened)

Mail Orders Receive the Same Atten

IMPORTANT NOTICE—It will be impossible to about what price you want to pay and the shades

SPRING AND SUMMER WASH GOODS

The weavings are more nearly perfect than ever, and the colorings brought out are in perfect harmony with the coming season.

Send in your order early while the choice things are here.

Printed French Organdy, 30 inches wide, beautiful new patterns, **39c** and **50c yard.**

Painted Silk Organdy, 37 inches wide, beautiful new patterns, **25c** and **50c yard.**

Printed Silk Mulls, 27 inches wide, beautiful new patterns, **25c yard.**

French Eolienne, half silk, 27 inches wide, plain colors, white, cream, pink, light blue, Alice blue, Nile, dark green, black, navy, red, garnet, helio, **39c yard.**

Chiffon de Soie, half silk, 27 inches wide, plain colors, white, cream, pink, light blue, Alice blue, navy, Nile, dark green, black, helio, old rose, **39c yard.**

Silk Eolienne, half silk, 27 inches wide, plain colors, green, yellow, helio, navy, white, and cream, **25c yard.**

Silk Mulls, both plain and dotted, 27 inches wide, half silk, white, cream, pink, light blue, Nile, helio, red, yellow, black, and champagne, **25c yard.**

Silk Mulls, Persian Gauze, 27 inches wide, plain colors, white, cream, pink, light blue, Nile, helio, yellow, navy, black, brown, **12½c yard.**

Black Lawn and Batiste, warranted fast black and not to crock, 27 inches wide, **10c, 12½c, 15c, 20c, 25c,** and **30c yard.**

Black Organdy, 72 inches wide, **25c** and **50c yard.**

Soisette, 30 inches wide, **25c yard;** black, white, and cream.

Henrietta, 27 inches wide, **25c yard;** black, garnet, purple, pink, gray, green.

Lawns, plain colors, light blue, pink, helio, Nile, yellow, navy, red, cream, black, **10c yard.**

f We Were Serving You Personally

es of all yard goods mentioned. Let us know We can then fill sample orders intelligently.

Silk Poplin or Spun Silk, 27 inches wide, plain colors, black, white, light blue, pink, Nile, helio, brown, navy, champagne, dark green, **25c yard.**

Printed Batiste, 27 inches wide, in dots, rings, and stripes; pin size to the large coin dots; in black, red, blue, pink, **12½c yard.**

Printed Organdy, flowered designs, 27 inches wide, pink, helio, blue, green, yellow, and black designs, **12½c yard.**

Silk Ginghams, 27 inches wide, shepherd checks and plaids, in black, brown, navy, light blue, pink, helio, gray, **25c yard.**

Scotch Ginghams, 32 inches wide, checks, Scotch plaids, and plain colors, pink, blue, helio, black, red, **25c yard.**

Novelty Check Silk Mulls, 27 inches wide, half silk, soft colors, pink, light blue, Nile, helio, black, red, navy, **25c yard.**

Novelty Mousseline, 27 inches wide, silk-finish cloth, white with coin dots in black, and navy with coin dots, in white, **50c yard.**

Tour d'Argent, Silk Mousseline, printed colored checks with embroidered rings, in pink, light blue, helio, and gray, 27 inches wide, **50c yard.**

Tissue Grenada, silk novelty mousseline, 27 inches wide, printed checks with embroidered dots, light blue, pink, helio, and navy, **39c yard.**

Scotch Plaid Poplin Waistings, 27 inches wide, **25c yard.**

Scotch Plaids and Shepherd Plaid Suitings, 27 inches wide, **12½c yard.**

Crepon, Cotton; plain or dotted, 27 inches wide, white, cream, pink, light blue, navy, red, green, yellow, gray, black, plain crêpe, **12½c yard;** Dotted Crêpe, **16⅔c yard.**

Plain Duck Suiting, 27 inches wide, black, navy, red, French blue, **10c** and **12½c yard.**

Duck Suitings, 27 inches wide, dots, rings, and stripes, in navy, electric blue, and black, **10c yard.**

card need not be attached, but may be enclosed in the folder. If the folder paper is fairly stiff, there is little likelihood of the card dropping out or being lost in the mail. Post-card folders are used only when a reply is desired. For instance, a piano dealer might send one to every local piano player, advertising his facilities for tuning, repairing, and moving pianos, and asking the recipients to fill out and send in the cards whenever they require his services. Or, a clothing dealer might advertise in a folder his new spring styles, and offer to send samples of clothing on receipt of a request on the card enclosed, etc. Card-system cards are sometimes used for this purpose, as they are about the right size and weight, and when returned they are placed in the card-file mailing list.

Such folders are especially valuable, almost indispensable, to the retailer that does a mail-order business with the residents of near-by towns or villages. The clothing dealer might consider it bad policy to offer to send samples to prospective customers that might otherwise come into the store to see the goods, but it would probably pay him to send them to prospective customers outside of the town. Fig. 17 is a reproduction of the inside pages of a folder sent out by a dry-goods house. Note the descriptions and prices, also the mail-order suggestion. Return post cards facilitate replies and give an advertiser some idea of the relative efficiency of the different pieces of advertising matter with which they may be sent out. Different tints of stock may be used on different occasions, or a figure or letter may be printed on the card, so that when a card is returned it may be easily determined in which circular it was sent.

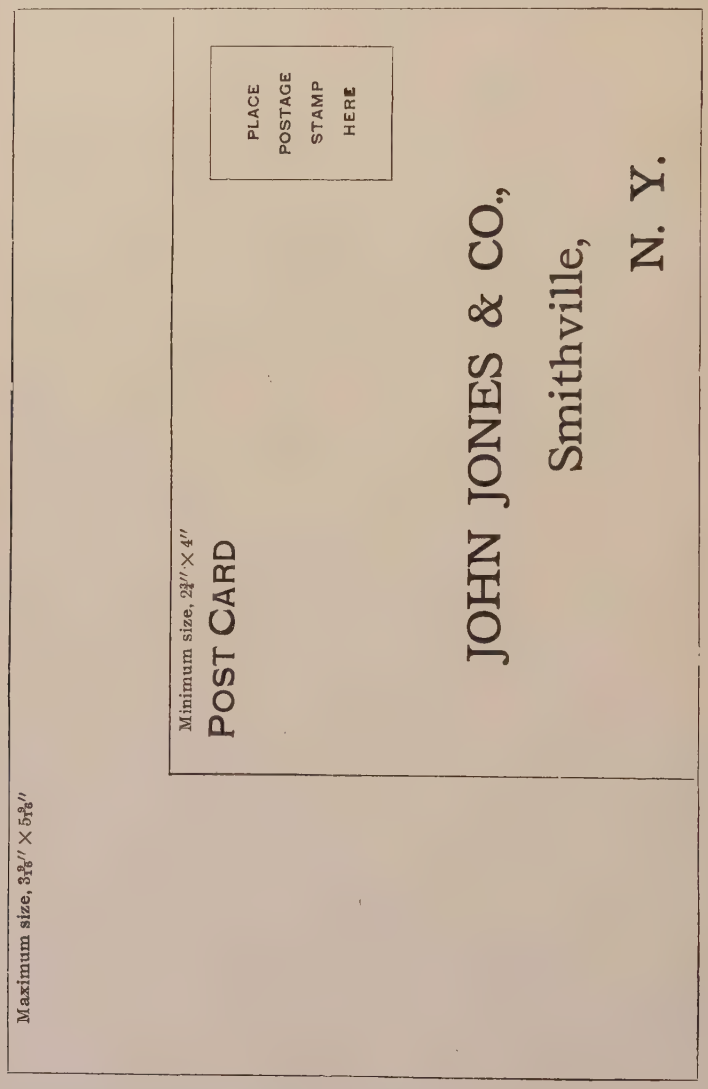
46. Post Cards.—Regarding the size, form, quality, etc. of **post cards**, the Postmaster General, under date of March 2, 1907, sent out the following order:

Section 418 of the Postal Laws and Regulations is hereby amended to read as follows:

SEC. 418. Private mailing cards ("post cards") in the domestic mails must conform to the following conditions:

(*a*) A "post card" must be an unfolded piece of cardboard not exceeding 9 centimeters by 14 centimeters (approximately 3 9-16 in.

by 5 9-16 in.) nor less than 7 centimeters by 10 centimeters (approximately 2 3-4 in. by 4 in.), as shown by the following diagram:



(*b*) It must in form and in the quality and weight of paper be substantially like the Government postal card.

(*c*) It may be of any color not interfering with a legible address and postmark.

(*d*) It may or may not, at the option of the sender, bear near the top of the face the words "Post Card."

(*e*) The face of the card may be divided by a vertical line; the left half to be used for message, etc., but that to the right for the address only.

(*f*) Very thin sheets of paper may be attached to the card, and then only on condition that they completely adhere thereto. Such sheets may bear both writing and printing.

(*g*) Advertisements and illustrations may appear on the back of the card and on the left half of the face.

2. Cards, without cover, conforming to the foregoing conditions are transmissible in the domestic mails (including the possessions of the United States) and to Cuba, Canada, Mexico, the Republic of Panama, and the United States postal agency at Shanghai, China, at the postage rate of 1 cent each.

3. When post cards are prepared by printers and stationers for sale, it is desirable that they bear in the upper right-hand corner of the face an oblong diagram containing the words "Place postage stamp here," and at the bottom of the space to the right of the vertical dividing line, the words "This space for the address."

4. Cards that do not conform to the conditions prescribed by these regulations are, when sent in the mails, chargeable with postage according to the character of the message—at the letter rate, if wholly or partly in writing, or at the third-class rate, if entirely in print.

5. Cards bearing particles of glass, metal, mica, sand, tinsel, or other similar substances, are *unmailable*, except when enclosed in envelopes, or when treated in such manner as will prevent the objectionable substances from being rubbed off or injuring persons handling the mails,

Rates of Postage on Pieces of Leather, Wood, Bark, Etc., Purporting to be "Post Cards"

Pieces of leather, wood, bark, or other material other than paper, purporting to be post cards and bearing no written additions unauthorized by Section 483, Postal Laws and Regulations, when sent in the mails unsealed are chargeable with postage at the fourth-class rate—one cent an ounce or fraction thereof. (Section 480 and 481, Postal Laws and Regulations.)

Such matter, bearing written additions unauthorized by Section 483, Postal Laws and Regulations, when mailed is subject to postage at the first-class rate—two cents an ounce or fraction thereof. (Section 413, Postal Laws and Regulations.)

Cards bearing the words "United States of America" have been declared illegal, it being held that they are in the nature of counterfeits of the government postal cards.

Fig. 18 shows a post card used by a men's furnishing store to announce the arrival of new hats. This advertiser took advantage of the popularity of post cards, and his card was printed on high-grade stock. While the body matter is not so legible as it would be if set in upper- and lower-case letters, there is very little of the matter and the caps lend a distinctiveness.

47. Mailing Cards.—In many cases where folders might be considered too expensive, **mailing cards** can be used. A mailing card and folder of the same size and made of the same stock would cost about the same, but it is customary to make a folder much more elaborate than a mailing card. High-grade stock and usually two colors of ink are used for folders. Frequently, the address side carries some ornament or type matter. A mailing card, on the other hand, is usually printed on only one side of cheap stock, and in one color. Hence, mailing-card advertising is usually less expensive than folder advertising, and the cards can be sent out more frequently. Mailing cards possess most of the advantages of folders, but are less personal.

Mailing cards should not be confounded with post cards. A mailing card is simply an unfolded piece of printed matter, subject to third-class postage rates. A post card is first-class matter that must conform to the requirements set forth in Art. **46.** A mailing card may be of any size, color, or stock. It is inadvisable to use a card larger than about 6 inches by 9 inches, since a larger card, especially if made from stiff stock, is liable to become mutilated in transit. A tough, pliable stock is best. Rounding the corners of a card reduces the likelihood of their being broken off or bent.

Good typographical arrangement and color combination, and, if the additional expense is warranted, an attractive and pertinent illustration will add much to the effectiveness of a mailing card, even if cheap stock is used. The address side

THE NEW STRAW HATS

ALL THE NEWEST BLOCKS, AS WELL AS ALL THE STANDARD SHAPES, ARE HERE TODAY AND IN THE MOST POPULAR WEAVES AND BRAIDS—A HAT TO SUIT EVERY FACE AND EVERY FANCY

HERE IS A LIBERAL RANGE OF PRICES FROM $1 TO $5: AND YOU'LL NOT FIND A LARGER ASSORTMENT OF HATS AND FANCY HAT BANDS IN ANY OTHER ONE STORE

BROWNING, KING & COMPANY

571 TO 575 MAIN STREET, BUFFALO

FIG. 18

DON'T WORRY YOUR HEAD
WEAR SAKS STRAWS
SAKS & COMPANY
7th and Pennsylvania Avenue

FIG. 19

may be utilized, but sufficient space must be left for a legible address and the necessary postage stamp. As a matter of economy, however, it is customary to use only the back, and only one color of ink. A two-color effect may be secured by using colored stock. In Fig. 19 is shown a reproduction of a unique mailing card. As this card was cut in the shape of a hat, a special die was required.

A mailing card may be used where a reply is desired, for a reply card can be attached, but the card is then essentially a folder. Such a combination card must be so printed and folded that it will not be mistaken for other than third-class matter. The address side of the reply card must be folded inside. The reply card must comply with all the rules and regulations for post cards.

48. Booklets.—In retail advertising, **booklets** are little used, but many concerns could profitably use one general booklet. For instance, a bank might use one that would explain all about the different kinds of financial service it was prepared to render. Few people thoroughly understand all the functions of banks, and it would pay such institutions to spread this information.

Most of the booklets now used in retail advertising are furnished by the manufacturers of various lines carried by the retailer. But the latter's firm name and store address is printed in a blank space provided for the purpose, and to all intents and purposes the booklets become his own and can be sent to his mailing list with profit.

Booklets of the better class are rather costly. Sometimes, however, the business done by a retailer justifies the printing of a good booklet. In Fig. 20 is shown a reproduction of two inside pages of a fall booklet sent out by a clothing and men's furnishing store. This circular consisted of 12 pages bound in a tasteful cover, and it was sent to all the names on the store's mailing list of customers.

49. Distribution of Circulars by Mail.—The two items of cost in the distribution of circulars by mail are addressing and postage. The addresses may be written on

ATTERBURY SYSTEM CONSERVATIVE OVERCOATS

Each garment is a model of good taste and skillful tailoring. The fabrics are worthy, the style and fit unparalleled by the best custom handiwork. The winter overcoat fashions are now being displayed.

We ask you to personally investigate the merits of these uncommon clothes. $20 to $50.

SOLE AGENTS FOR KNOX HATS AND HANAN SHOES

FASHIONABLE HATS FOR MEN

The present campaign finds us just as progressive as ever.

Our hat section sustains its unrivalled and distinct reputation for headwear of the highest exellence.

Sole Agents for the world renowned Knox Hats.
Rovere Hats, hard and soft, in new fall shapes.

SAMTER BROS.
Scranton's Great Clothes Market

FIG. 20

a typewriter, but, if the circulars are to be sent to women, handwritten addresses are preferable. The cost of addressing is very small, and, when done in time that would otherwise be wasted, it need not be considered.

Postage is often the largest item of expense, and must be considered in determining the size of the circular or booklet. Two ounces of printed matter may be mailed unsealed for 1 cent. If a booklet and its envelope weighs only 1 ounce, it will require a 1-cent postage stamp. It is a good thing to remember that it costs just as much to address and mail a poorly written, poorly printed "dodger" as it does to mail a fine booklet weighing less than 2 ounces.

The retailer that considers this point makes his mail advertising produce sales at less cost by spending more money on his printing, than another that shaves the printing cost, but still must pay full postage rates for an inferior circular. Thus, a thousand circulars costing $4 will require $10 postage; total, $14. A thousand fine booklets costing $25 may also be mailed for $10; total, $35. The booklets, mailed, would cost little more than twice as much as the circulars, but might perhaps be five to ten times as productive.

50. Distribution of Circulars by Messengers, Etc. Distribution of circulars by messengers is sometimes cheaper than by mail, especially when it can be done by office boys that would not otherwise be busy. But experienced advertisers claim that the better service given by grown men warrants the higher cost. The cost depends on the character of the territory to be covered and on the amount and size of the matter to be distributed. For exclusively house-to-house distribution of ordinary-sized matter, the rate in cities and towns is from $2 to $3 per thousand pieces; while for country routes it may be from 50 cents to $2 per thousand higher. If the distribution is *general*, that is, includes business places, the rate is usually somewhat lower than for house-to-house service. In cities and towns, daily reports of the work done are usually furnished to the advertiser.

The rates for distributing samples are from $1 to $4 higher (depending on size and weight) than for other matter.

To determine the number of pieces of advertising matter required to cover a town of 10,000 or less, divide the number of inhabitants by 4; the result will represent the number of homes, approximately. For large cities, the divisor should be about 5. In some cities, there are regulations forbidding the house-to-house distribution of circular matter.

SALES PLANS

VALUE OF SPECIAL SALES PLANS

51. No merchant can afford to carry over from season to season goods that deteriorate. He will do well to get rid of them at cost or nearly cost, because he can always be sure of regular patronage from some of those who come in to buy specially advertised articles. The *special sale* solves this problem. The special sale also provides a means of moving merchandise in the middle of the season, when the retailer has too many goods on hand and needs money more than he needs stock.

To do the most successful business, the retailer must keep before the public. Therefore, in addition to the extra business that a special event of any kind brings, there is a certain amount of profitable publicity that comes through the public interest taken in the store's operations. Special sales and events may be made profitable even when there are no goods on hand that will suffer by age or deterioration.

When handled carefully, the special-sale idea is of never-ending value to the retailer. If it is handled carelessly or overworked, it becomes a drawback rather than a help; and while it may cause a temporary increase of sales it will work great injury to future business. If a store, for instance, should advertise a closing-out sale or a removal sale and not afterwards close out or change the place of business, public confidence in the statements of the advertiser would be

greatly decreased. Some merchants succeed by tricky methods, but a lasting, increasing success is much more likely to be achieved by dealing honestly with the public.

52. While the value of public attention is undisputed, if it be favorable attention, the retailer, before proceeding with any prize offer, guessing contest, or any other novel plan, should be sure that the attention attracted will be of the kind likely to result in more business for him. A man wearing a straw hat and no coat and walking along the streets in mid-winter with an advertisement of a haberdasher on his back, will attract much attention, but such a scheme will probably sell no goods. Thousands of misguided retailers try such "funny stunts" as these with the idea that attracting public attention is good advertising. It must be a particular kind of attention to be of value. Otherwise, it may only amuse people, or it may even disgust them.

A hat store, for example, with a window full of new goods fixes up a piece of timber so that it looks as if it had broken the window and is sticking through. A notice is pasted on the window, offering a reward for the imaginary miscreant that did the breaking. Such a scheme attracts much attention, but it actually distracts attention from the goods in the window. People walk away, feeling that they have been fooled, and this "fooling" policy is not likely to lead them to the store to buy hats.

53. Conducting a Sale.—When a special sale is on, the window displays, counter displays, and inside decorations should conform to and support the advertising. The salesmen should be ready to support earnestly every statement made in the advertisements. To do this, they must be systematically informed of what is to be advertised. Everything must be carefully planned in advance so that there will be no hitches nor delays. The advertising of a sale should be heaviest at the start, so that it will be surely noticed and make people think and talk. If the sale is of special importance, it sometimes pays to announce its approach by reading notices, street-car advertisements, circulars, or invitations.

sent to selected lists of names. One good way of distributing such special notices is to wrap one up in every package that leaves the store. Each one thus goes into the hands of a customer and is received at a time when it is likely to be carefully read. During the progress of a sale, there should be no lack of enthusiasm either in the advertising or on the part of the salespeople. In fact, it is easier to start a sale well than to keep it going until its purpose is fully accomplished. Every succeeding day's advertisement should bring out some new and strong feature written up, illustrated, and displayed in a manner a little different from that of the preceding advertisement. The sale should, of course, be dropped as soon as it fails to draw the crowd, unless it can possibly be revived by the introduction of some new feature or by a further cut in the prices; but such a change in plan must be made with care, so as not to create the impression that the sale has been a failure. Few sales can be made to pay for more than two weeks, and even when they might pay, a change in the advertising will probably be advantageous. It requires a great deal of skill on the part of the ad-writer to prepare fresh, strong, different advertisements of the same sale for more than twelve consecutive days. Then, too, it is difficult to maintain for more than two weeks the interest and enthusiasm of the public. The most effective way of conducting a sale covering two weeks, is to advertise it strongly every other day, with a direct but brief reference to it on the alternate days.

A sale can be dropped by a final close-out cut in prices on odd lots, odd sizes, soiled garments, remnants, etc., the advertising space devoted to the announcement depending on the amount of "left overs" on hand and their salability.

THE BARGAIN OFFER

54. Nearly all special sales are based on the **bargain offer;** in most cases, the bargain is the kernel of the nut. The advertiser may announce a sale of odd sizes, a lot of left-overs, a bankrupt stock, or an anniversary event, but

the strong selling point is, "here is your chance to get something at a much lower figure than the usual price."

The real bargain will always be a strong factor of retail advertising. No store ever made a fortune by selling goods at cost or thereabouts, but no other idea brings so many people to the store as the bargain idea, and with the store full of people, sales of other goods at regular prices will be made. Most people are glad to save money on all purchases. The instinct is strong, and it is really wonderful how far some persons will go to save even a few cents or to get something for which they do not have to pay.

55. Three Classes of Bargains.—There are three classes of bargains that constitute advertising material: (1) unsalable stock on which the price is cut in order to close it out; (2) salable goods on which the price is cut in order to provide an advertising leader, and (3) seasonable goods that are purchased at advantageous prices.

SUGGESTIVE SALES PLANS

56. Success in retailing is obtained, not by following the beaten track—that is, doing what others do—but by proceeding along new and better lines. In retail advertising, as in mail-order and general advertising, it is sometimes the case that the plan of selling commands more interest and has more selling force than the goods or the service. While the advertiser should always be on his guard against any sensational plans that may produce an unfavorable impression, he should be alert to use any special plan that will command public interest and result in increased business. The progressive merchant should not be bound by precedent nor confine himself to overworked methods. He can learn much by studying the plans and experiences of the progressive merchants of other communities, but he should try to improve such plans. This part of advertising work requires considerable merchandizing ability, as it is usually more difficult to devise a good selling plan than to write an effective advertisement after the plan is determined.

The following brief outlines of a number of successful sales plans are intended only as suggestions of what an alert local advertiser may do in arousing the public.

57. Charity Sales.—In the **charity sale,** the plan is to give a small percentage of the store's total sales for a week to the benevolent organizations of the city. The organizations are interested long before the sale is announced, and committees from each not only work to get all their friends to buy that week, but are at the store during the sale. Something about each organization is published in the advertisement, and where the number is sufficient, there is a special day for each organization. The success of each sale depends more on the aggressive work of the charity committees than on the advertising, although large advertisements must be used daily during the sale.

58. Twenty-Five Cent Sales.—In a **25-cent sale,** a great many different things that sell usually at a little more than 25 cents are marked down to 25 cents and assembled in various parts of the store. Some first-class bargains are put out along with other goods that have not been selling well, and which the store would like to get off the shelves. The same idea may be worked out in *50-cent sales* and *dollar sales.* In some towns, merchants have combined in having a special "dollar day" and have brought in much rural trade.

59. Hourly Sales.—The **hourly sale** is an old idea, but is one that has been used with much success. Bargains of various kinds are offered for one hour only, though it is customary to have one bargain good for one hour and others good for the following hours. Promptly on the minute, the sale of the article at the special price is stopped. The plan is best suited to stores that carry a variety of small merchandise. A variation of this idea is to have the price on some article start low and advance every hour, while the price on some other article starts at the regular figure and decreases every hour. Bulletins on the counters are used to show the change in prices.

60. Anniversary sales, opening sales, inventory sales, closing-out-season sales, etc. are all conducted on the same general plan. The store takes advantage of its opening day, its anniversary, or its inventory taking to offer some special bargains, a prize of some kind to the drawer of a lucky ticket, etc. In anniversary advertisements, it is appropriate to tell of the success of the store since its inception, due to careful buying and low prices, etc.

61. Bankrupt-Stock Sales.—The **bankrupt-stock sale** is an old idea too, but it is one that always draws a crowd if the bankrupt stock that the store has purchased is really full of bargains and they are well advertised. To inspire confidence, the name of the bankrupt store whose goods have been purchased should be given.

62. Fire Sales.—The **fire sale** is seldom effective unless the smoke or water damage to goods is very slight, or merely spoils their fresh and new appearance. This sort of sale has also been greatly abused by cheap concerns On the slightest pretext they have offered their entire stock as "slightly damaged," when in reality most of it was as good as ever, and the advertised cut in prices was only imaginary.

63. Business Changes.—Special sales are frequently run to reduce stock, and thus increase the cash balance, on account of dissolution of partnership, retirement from business, sale of business, removal, rebuilding, or alteration of buildings. Each of these occasions furnishes good talking points for a special sale. They are particularly valuable when they occur in dull business periods, as is most likely to be the case. Business changes of this kind afford material for good news items in the papers. These items help the regular advertising very much and should not be neglected.

64. Manufacturers' Job-Lot, or Mill-End, Sales. Near the close of a season, job lots of goods may be had from manufacturers at a heavy discount, sometimes for 50 per cent. of the original price. When these are well

advertised, they are sure to bring the bargain hunters. Tags may be used on the goods, showing the price at the beginning of the season and the price at the time of the sale. The talk may be about how the manufacturer wished to make room for new stock, etc. Tom Murray, the famous retailer of Chicago, once advertised for some days previous to a special sale that he would buy from any clothing manufacturer "1,000 more suits at $9 as good as those we are now selling at $10." It was a convincing way of showing that he was making only $1 on a suit.

65. Gift Sales.—There are many different kinds of **gift sales.** One plan is to assemble slow-selling goods of various classes and to allow the person that makes a purchase from the lot to make a selection of any other article of the lot as a gift.

66. Old-Hat and Old-Shoe Sales.—Hat stores and shoe stores have stimulated sales by offering to pay 25 cents or more for the old hat or the old shoes that the customer has on.

67. Odd-Lot Sales.—Near the close of the season, many stores will have odd sizes of clothing, shoes, hats, etc. on hand. By offering special prices and advertising judiciously, these odd sizes will always be the means of bringing new customers. Those whom the odd sizes fit are usually pleased with their purchases and are likely to come in again.

68. Druggists' Special Sales.—A New York drug store has shown what a druggist can do in the way of attracting buyers. This store carries a varied stock of such specialties as shaving outfits, sponges, candies, cigars, etc., and there is scarcely a day that something new in this line is not offered in the show window at a special price. At the Christmas season, its offering of toilet articles is especially good. The special prices keep a stream of people in the store. Another drug store makes a specialty of 29-cent candy on Saturday only.

69. Extra-Trousers Offer.—One large tailoring firm with a chain of stores has made a success of the **extra-trousers offer.** Near the end of the season, when it takes unusual effort to move the goods still on hand, the prices are cut, and to all that buy within a limited time an extra pair of trousers is given. As the coat and vest of a suit usually outwear the trousers, this offer is attractive to the great middle class of buyers.

70. Special Price on Enlarged Pictures.—A large photographic store at least once every year offers to enlarge and frame Kodak pictures for 25 cents, the usual charge being 50 cents. While, perhaps, little profit is made at the reduced price, new customers are gained.

71. Special Price on Rug Cleaning.—To demonstrate its work, a carpet- and rug-cleaning establishment now and then offers to clean one rug for a new customer at half price.

72. Free Shoe-Shining Service.—Many shoe stores have their own bootblacks, and either make it a part of the sale that the customer may come in at any time and have his shoes shined free or give a ticket good for twenty shines.

73. Distributing Free Pay Envelopes.—A number of savings banks have followed the plan of furnishing the paymasters of factories and other industrial firms with free pay envelopes having the advertisement of the bank printed on the back. As the firms get the envelopes free of charge, and as a rule like to encourage thriftiness in their employes, it is easy for the bank to get in an effective advertisement at an opportune time.

74. Free Sandwich Offer.—A new quick-lunch restaurant on its opening day gave every visitor a free Virginia-ham sandwich. This feature was advertised in the newspapers as well as by moving signs on the streets near the restaurant. The sandwich was unusually good and the advertisement brought many permanent patrons.

75. Free First-Night Tickets.—A new amusement park tested the value of newspaper advertising, helped the paper to increase its circulation temporarily, and got a large crowd on its opening night, by printing a coupon in its advertisement that was good for one admission to the park.

76. Prize Schemes.—A great variety of prize plans has been worked out as an aid to retail advertising.

Clothing stores have given away savings banks, with a first deposit of 25 cents, to every purchaser of a boy's suit. Arrangements were made with a local savings bank to receive these accounts.

Book and stationery stores have, at the Christmas season, offered a year's subscription to any of the popular magazines as a premium to those who made purchases of certain amounts.

An aggressive piano firm advertised that it would give a $400 piano to one of the visitors to their store during a certain month. All that visitors had to do was to write their names and addresses on tickets and drop them into a large box. At the end of the month the box was well shaken and a ticket withdrawn. The holder of the ticket was awarded the piano. Each holder of the next ten tickets drawn was awarded a credit-due bill of $50 on a piano if it was purchased within 30 days. The scheme was to get the names of people that were interested in owning a piano. Through this plan, the salesmen of the store were able to double their usual sales for several months thereafter.

All such schemes of this kind, however, partake of the nature of a lottery and cannot be advertised in papers sent through the mails. But if a newspaper is delivered at homes or sold on the street, the post-office authorities cannot interfere. Even when the newspaper is sent through the mails, the advertisement in it may announce that a piano or other article is to be given away and may refer readers to the store for particulars.

77. Trading-Stamp Offers.—**The trading-stamp plan** has enjoyed the greatest popularity of any prize-giving

system. By this plan, every time a purchaser buys something at a store that gives trading stamps, he receives trading stamps equal to the amount of his purchase. These stamps can be taken to the office of the trading-stamp company and exchanged for a premium. Of course, the trading-stamp company will not arrange with all the stores of a city, but those with which it does contract will gain a certain class of trade.

78. Coupon Schemes.—Closely akin to the trading-stamp idea is the plan of issuing **coupons** to customers. When a certain number of these coupons has been acquired, the coupons may be returned to the store and exchanged for various premiums. Tobacco dealers and many other retailers have used this plan successfully. The advantage of a store having its own coupon-and-premium system, is that it may do its own premium buying and be sure of what the customer will receive. There is some advantage, too, in having the premiums displayed in the store.

79. Guessing and Competitive Contests.—There is almost an endless variety of **guessing and competitive contests.** Some examples are: Guessing the number of words that will appear in the firm's advertisement during a given month; supplying a word that has been left out of a published sentence; guessing the number of seeds in a pumpkin, etc. Prizes have also been offered for the best advertisement written by a reader of the newspaper, for the best reason for the superiority of the store, for the best letter on a specified subject written by a schoolboy or a schoolgirl, and so on.

In preparing any scheme of this kind, the details should be put before the local postmaster in order that he may decide whether it is prohibited by the laws against lotteries. If it is prohibited, the newspapers can be used only to call attention to the offer, and the readers will have to call at the store for particulars.

80. Cooperative Advertising.—The merchants' associations in a number of cities have worked very successful

plans to get customers within a radius of 25 or 50 miles to come to town at special times. The inducement offered is to pay the fare of any one that comes in and buys at least $25 worth of merchandise from any merchant that joins in the plan. All that the visiting customer has to do in order to get his railroad fare refunded is to show the sales slip for his purchase of $25 or more and his return ticket. This plan, when a number of merchants participate, brings in a big rural and small-town trade. Of course, such events are widely advertised, the windows being trimmed specially and every needed preparation made.

81. It is entirely practicable for merchants to cooperate in getting out a store paper to be mailed to buyers that cannot be reached by the newspapers. A furniture store, a hardware store, a dry-goods store, and a clothing store may participate and divide the cost of printing and distribution. Such cooperation will help rather than hurt individual interests.

82. Some of the large hotels of Atlantic City, N. J., put their money together and are thus able to do more toward advertising Atlantic City as a great resort than if each advertised independently. Of course, each of these cooperative advertisements contains a list of all the hotels sharing in the campaign.

RETAIL MANAGEMENT
(PART 2)

SPECIALTY STORES

DEPARTMENT-STORE COMPETITION

1. The strongest competitor of the specialty store in a city of good size is the department store, which sells almost everything under one roof and is unceasing in its bargain offers. A woman will go to a department store to buy a hosiery bargain. Stopping in the cloak department, she sees some garment that pleases her; in a few minutes the department store has made another sale, and the cloak-and-suit firm in the next block has lost the trade of this woman for the season.

The department store has not cut into the trade of specialty stores because it is more attractive, for it is probably not so attractive to a large proportion of the people as the specialty store. The department store has forged ahead because of its superior merchandizing and advertising methods. That this is true is shown by the fact that the progressive specialty stores have not been hurt noticeably by department-store competition.

The department store, on account of its large sales, is undoubtedly able in some of its departments to buy at lower prices than can the specialty store, but this is not true in all its departments, nor usually in most of them. The specialty store has in its favor the fact that it carries, as a rule, a better and more varied line of its particular class of goods

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than does the department store. Some manufacturers of high-grade goods will not sell to department stores at all, but prefer to have the leading specialty dealer as their local agent; this gives the specialty store prestige. The general impression in most cities is that the department stores, while cheaper in price, do not handle the highest grade of goods. There is much to encourage this impression, although a few department stores have educated the people up to a different belief. Most department stores buy job lots and bankrupt stocks now and then to sell off as bargains, deal in "seconds" in such things as hosiery, etc.

Although the proprietor of the specialty store will not do well to spend money advertising the disadvantages of department-store buying, he can take advantage of the general impression that his store is the best place to buy a hat, a watch, or a refrigerator, as the case may be. In the large cities, there are thousands of well-to-do persons that do not care to be seen in the department stores nor to have the wagons of the popular-priced department stores stop at their homes. All this is in favor of the specialty store.

Lower prices and better advertising may be said, therefore, to be the reasons for the inroads of the department store on the trade of the specialty stores. Price is a powerful lever in retail merchandizing. A housekeeper may prefer to get her shoes at a well-appointed shoe store, but when a high-grade shoe is advertised for sale by the department store at 75 cents lower than the usual price, she joins the crush at the big store and saves 75 cents on her purchase.

2. Lessons Taught by the Department Store.—The remedy for the specialty store is to "fight the devil with fire"; that is, to copy so far as is practicable the methods of the department store. A comparison of specialty-store advertising with department-store advertising usually shows that department-store copy is vastly superior so far as the giving of definite information is concerned. To verify this statement, Figs. 1 and 2 should be observed. The panels shown are taken from department-store page advertise-

ments. How many millinery stores or photographic stores would put such definite information into their advertisements?

The average millinery store would announce that a new lot of fashionable ribbons, embracing all styles and prices, had arrived, and would extend a cordial invitation to all to come in and see them, an advertisement that sounds well but conveys very little definite information. The woman that must buy where she can buy to the best advantage, takes her purse, and with a picture in her mind of what the department store has, often goes there first.

The average photographic store will simply advertise that it has a complete line of Kodaks and Premos at prices from $4 up, and that it carries "everything in the way of photo-

Flower-Trimmed, Ready-to-Wear Hats

At $6 and $8, worth $8 to $10

The Hats themselves are from the best makers of the finest grades; they are then trimmed in the most artistic manner by our own workroom artists; the flowers used are Paris made; some of the Hats are of velvet, others of fur felt; not the stiff, tailored effects, not too dressy, but just right for every-day wear.

Main floor, center, East Building

FIG. 1

graphic materials." Therefore, when definite advertisements like the panel shown in Fig. 2 appear in the papers, it is plain why the photographic department of the big store draws trade.

3. In Fig. 3 is shown a common type of the specialty shoe-store advertisement, while in Fig. 4 is shown an example of what a specialty shoe-store advertisement may be if the advertiser gives his advertising the thought it should receive. There is nothing to prevent the specialty store from having its special-price offering, nor is there any reason for not going into particulars in describing exactly what it has and also stating some prices. Stores that use

Demonstration of Selfo Developer

AMATEUR PHOTOGRAPHERS will be interested in the demonstration in the Camera Store tomorrow. A man from the factory will be here to show what good results can be obtained by using the Selfo Developer on Velox Paper. Bring a negative and have a souvenir postal card made. Demonstration tomorrow from 10 A. M. to 5 P. M.

Camera Supplies

M. Q. Tubes, regularly 6c, at **1c.** Not more than 6 to a customer. No mail or telephone orders filled.

Swiss Blotting Books for drying prints; regularly 25c, at . . **19c**

Ruby Candle Lamps; regularly 15c, at **10c**

Candles for ruby lamps, 2 for **5c**

One-pound packages of Hypo; regularly 5c, at **1c.** Not more than 3 packages to a customer.

Peerless Japanese transparent Water Colors **75c**

Linen covered Albums, assorted sizes; reg. 50c, at **35c**

Drying Racks; reg. 35c, at **25c**

Washing Tanks, reg. 59c, at **39c**

Developing and Printing is a specialty of the Loeser Camera Store. Come and see some of our post-card work.

Main Floor

FIG. 2

regularly such advertisements as those shown in Figs. 4, 5, and 6 need have no fear of department-store competition.

Of course, it is to the interest of the specialty store to have its service brought as nearly as possible to perfection, so that the difference between it and the crowded department store may be apparent. Having fewer clerks to control, the proprietor of the specialty store should be able to

FIG. 3

train them better. It is an easy matter for him to keep his clerks "keyed up" to the advertising, and as this is almost impossible in most department stores, the specialty store has an advantage. If the specialty-store proprietor does not attend to all these matters he can hardly hope to strengthen the general public impression that when price and quality are about equal, it is better to deal with the specialty store.

"It bends with the foot"

Red Cross Shoes Mean Comfort

It's the constant rubbing of the sensitive sole of your foot against the stiff sole of your shoe that makes your feet hurt—makes the flesh draw and burn.

The sole of the Red Cross Shoe, though of regular thickness, is flexible. It bends when the foot bends—follows every movement, just as a glove moves with the hand. The leather is tanned with genuine oak bark by a process that takes six months—all its life and "spring" are preserved. Your feet never burn, draw, or ache in the Red Cross Shoe. It is absolutely comfortable, enabling you to stand or walk for hours without tiring.

The Red Cross Shoe is made in glazed kid, calfskin, tan and patent leathers in all the latest, fashionable lasts. Can be obtained nowhere else in the city but at our store.

High Shoes, $4 **Oxfords, $3.50**

SMITH & TANNER

25 Main Street

FIG. 4

Black Taffeta Skirts

The white shirt waist and black taffeta skirt will be more popular this season than ever before.

Especially during the Exposition will there be a strong demand for something nice and dressy in a light-weight, black taffeta skirt.

Many people will wait until the last minute before buying; then it's too late to consult dressmakers. A skirt of this kind fills the bill exactly and saves a lot of worry and bother.

These skirts are made of an excellent quality of an especially light-weight taffeta, affording the greatest amount of comfort for summer wear. Made in the season's most approved styles.

A good one for $10. Others at $15 and up to $20.

Ames, Brownley & Hornthal, Inc.

THE WOMAN'S STORE

109-111 Granby Street

FIG. 5

Long, Cold Nights—
Nice, Warm Comfortables

Cheaper than you could make 'em.

If you haven't seen the Heyman line of Comfortables this season, you've missed a treat—nice, fluffy, full-size, cotton-filled fellows, and it's nice, clean cotton. They're made up good, and at the price we're quoting on Comfortables, they are just about the best bargains you'll run across. We'll charge them, you know; pay a little at a time. Don't go without plenty of Comfortables and Blankets this winter; get them now.

No. 10—63 in. × 72 in., all nice, clean cotton, with Silkoline covers; each **98c**

No. 20—70 in. × 73 in., all nice, clean cotton, each . . **1.25**

No. 30—72 in. × 73 in., all nice, clean cotton, each . . **1.50**

No. 55—72 in. × 84 in., all nice, clean cottor each . . **2.35**

No. 60—72 in. × 84 in., all nice, clean cotton, extra heavy; each **2.50**

No. 70—73 in. × 84 in., all nice, clean cotton, fancy edge; each **3.25**

A good cotton blanket at 49c each—just the thing for sheets these cold nights. A few samples of wool blankets, a trifle soiled, to close out at cost.

Heyman Company, 61 Canal Street

Fig. 6

MAIL-ORDER COMPETITION

4. Retailers in the smaller cities and towns come into sharp competition with the large, general mail-order concerns, or "catalog houses," as they are popularly called. These large companies, by aggressive advertising, good catalogs, low prices on articles of general consumption, and fair treatment of customers, have cut deeply into retail trade over the country generally. They sell almost everything from "a needle to a threshing machine," but their competition has worked the greatest injury to retailers that sell such articles as stoves, furniture, carpets, harness, vehicles, large hardware of all kinds, clothing, etc. The only reason that they do not encroach more on retail trade in single sales of articles of very small price, is that freight and express charges make the cost to the purchaser rather high. Some of the large mail-order houses discourage the sending of orders amounting to less than $1. Of course, articles that are not bulky and are light in weight can be sent readily through the mails, and safe delivery can be assured by registering. Now that the United States has a parcel-post system, the competition of the mail-order houses with the retailer must necessarily be keen, especially on articles that are comparatively light in weight.

Merchants of the larger cities do not have to contend with the competition of the mail-order houses to any appreciable extent. These merchants carry such assortments of goods, give so good store service, and do such advertising that their customers see nothing to gain by sending money away. In fact, the mail-order firms do not care to send their catalogs to persons in such cities as New York, Chicago, Boston, Baltimore, etc. This means that when merchants of smaller cities have copied so far as is practicable the methods of the best merchants of large cities, they will have much less to fear from the mail-order concerns.

5. Reason for the Competition.—The plain truth about competition of this kind is that the small-city mer-

chant has himself largely to blame for allowing the mail-order house to cut into his trade. The merchants that complain most about this competition are the ones that have neglected to study up-to-date methods of merchandizing. They have either had no window displays at all or have allowed poor displays to remain until covered with dust and dead flies. Their merchandise has been allowed to remain hidden behind the counter or in the loft of the store, and customers, not knowing that the goods could be obtained at home, have sent away for merchandise and have thus acquired the "mail-order habit." The merchant that suffers most from mail-order competition has probably had an advertisement running in the home paper without change for a month, and this advertisement has undoubtedly been set ineffectively in about five styles of display type, informing the readers—if, indeed, any one ever reads his stale announcements—that he carries a full line of home furnishings and that every one would save money by calling on him—no particulars, no descriptions, no prices. He would not dream of trying to sell goods in the store by repeating such general statements over and over without change; yet he does it serenely in his advertising, while mail-order papers that go into the same homes as the local paper, contain advertisements that describe goods well and give prices, or offer catalogs that give full descriptions.

The average small-city merchant will let goods become shopworn and out of style before he will put them out as bargains. When he does have a bargain sale, it is usually managed badly, not announced far enough ahead, and not supported properly by the display windows and the price tickets. Furthermore, he does not offer real bargains nor enough of them to gain a reputation of making only small profits. The windows are often positively dirty, the sign can hardly be read, the store is poorly arranged for showing goods, the clerk service is often indifferent, and delivery service of any kind is lacking entirely; yet the merchant of such a store is the one that will be most vindictive in denouncing mail-order buying and selling.

6. Advantages Over the Mail-Order Houses.—It is true that the small-city merchant cannot always meet the prices of the large mail-order firms. He can rarely meet the prices they make on their leaders; but he has much in his favor. He knows his customers; they are strangers to the mail-order house. He can talk to prospective buyers; the mail-order house must put its appeal in cold type. He can show the goods themselves and let the customer examine the goods that are being purchased; the mail-order house can give only a picture. He can deliver at once; goods shipped on a mail order are subject to annoying delay and there are charges to be paid. The retailer is on the ground to make good his guarantee, exchange, etc.; while the mail-order houses try to do this, it means much trouble and expense to pack, ship back, and exchange a pair of shoes, a suit of clothes, or a refrigerator. The retailer knows the standing of many of his customers and can extend credit when expedient; the mail-order house requires either that cash be paid in advance or that the goods be sent C. O. D., and C.-O.-D. examination is often unsatisfactory. If the retailer takes advantage of all the points in his favor, he should be able to make more than a strong fight. Of course, the plan of warding off mail-order competition is easier than combating it successfully after the "mail-order habit" has been formed among a good proportion of the retailer's customers, but it is never too late to mend.

7. Method of Meeting Competition.—The retailer should first make critical examination of his store, his goods, his policy, and his service; that is, have a general house cleaning. If he expects to compete with wide-awake, progressive mail-order houses, he must change himself into a wide-awake, progressive merchant. He must be prepared to meet mail-order advertisers at every point, but he cannot do this with the store and methods of the average retailer. If he is a furniture dealer he should keep a scrap book or a series of envelopes into which he should file all the good furniture advertisements he sees. It is not advisable for

him to copy the work of others, but such a file will suggest ideas. The retailer is likely to get into a rut if he sees no advertising but the work of the merchants of his own town. He should subscribe for the leading trade journals of his line, in order that he may learn what plans progressive retailers are following, and should get the catalogs of the mail-order houses in order that he may inform himself. In many instances, he will find that when express or freight charges have been added, the mail-order house charges as much as he does or more. Sometimes, he will find that where the price of the mail-order house is lower, the article is inferior to the one he carries. This will afford material for talks in his store or in his advertisements to those inclined to buy by mail. If he is aggressive, he may be able to find some case where a customer of a mail-order house got the wrong size and had much trouble in exchanging, or found that the article was not so good as described. All this may be used to advantage as advertising material. The retailer will, of course, emphasize those articles on which he can meet or more than meet the mail-order prices, and say nothing about others. He may not be able to meet the prices on the leaders of the mail-order house, but if he knows that he cannot buy closely enough to meet the price, he can have a few leaders of his own and cut under the mail-order price. The mail-order house draws trade by selling some particular article at cost or under. Why should not the retailer follow the same plan?

8. **Cooperation of Local Editors.** — The retailer should strive to interest local editors in inducing the people to spend their money at home. Care should be taken not to abuse the mail-order firm or its patrons, because every one is entitled to buy where he can do so to the best advantage. Nevertheless, it can be shown in good-spirited editorials that money sent to a far-away city does the home town and home county no good; that local business, schools, roads, bridges, etc. suffer by such a policy; that the home merchant gives credit and carries people over critical periods, and that

it is only fair to give him a chance at the cash trade also; that the home merchant buys the farmers' produce, and it is only a fair turn for the farmers to deal with the home merchant. All persons should be urged to give the home merchant at least a chance to show what he has. It should be pointed out that even if the home merchant does not have the goods in stock, he can get what the customer wants just as easily as the customer can get it from a mail-order house.

The retailer cannot, of course, carry a stock as large as that of the mail-order house, but there is really nothing to prevent him from being local agent for the manufacturers or jobbers of hardware, refrigerators, clothing, etc., and thus be well equipped with catalogs that will enable him to make sales of specialties that he does not carry in stock. The mail-order house sells by catalog; why not the retailer? Of course, if the retailer is safe in carrying a stock of the goods, his chance of selling will be greatly improved.

If the retailer will handle a number of lines of goods that are well advertised by the manufacturers, mention of these goods in his advertising will enable him to derive some benefit from the general advertising. Suppose, for example, he handles Edison Phonographs, Keen Kutter Tools, Kuppenheimer Clothing, Heinz's 57 Varieties, or has the exclusive agency for a well-known brand of hats or an excellent coffee. The aggressive advertising done by the manufacturers of those articles is sure to help his own advertising.

If the sales of the retailer are large enough, he can have some classes of goods made up with his own name, or mark, on them. Progressive manufacturers stand ready to help the retailer, and the retailer, by applying, can often get first-class window cards, electrotypes of good advertisements, first-class cuts for illustrations, etc.

The local retailer can offer to fill orders by mail where customers do not find it convenient to come to town. He can send out samples of dress goods, etc., and can pay freight charges on purchases of good size. He can make many sales by means of good letters.

Compare These Prices With Catalog-House Prices

WE recognize the right of every one to buy where he pleases. We have no quarrel with folks that ask us to buy their produce, and then when they want to buy something send their money 500 miles away to catalog houses. It's true, though, that none of that money ever comes back to Orange County to make better schools and roads and to add to the general development.

But waive acquaintance and sentiment aside. Look at the question as a matter of self-interest. We have the catalogs of the mail-order houses and know their prices. Look here:

CATALOG-HOUSE PRICES		OUR PRICES	
Catalog-house, "hard-wood" frame, 50-pound grindstone	$3.40	Our oak-framed 50-pound Disston grindstone, extra well made	$3.50
Freight about	.25	Difference in our favor	.15
Total cost	$3.65		
Catalog-house price for an inferior imitation of the "railroad" lantern	.95	Our "railroad" lantern—the heavy-guard, "can't-blow-out" kind, each	$1.00
Freight or express	.25	Difference in our favor	.20
Total cost	$1.20		
Catalog-house price on a collar said to be "just as good" as the Western	$2.75	Western Team Collar, best material, double-capped, thong-sewed	$3.00
Freight or express	.25	Cost same in each case.	
Total cost	$3.00		

These are just a few samples, friends and neighbors. All we ask is that, after looking at the *pictures* of the goods in the 500-mile-away store, you come here and see the goods themselves and get our prices. Money back if anything you buy here is not perfectly satisfactory.

Best Goods

Fairbanks & Means

The Greenville Hardware Store

Lowest Prices

FIG. 7

9. Bargain Sales.—The retailer cannot learn too well the lesson of having bargain sales and getting off his hands goods that will soon be out of season, nor can he overestimate the value of an occasional offering of some unusual bargain—a desirable, up-to-date article at cost or less.

Fig. 7 affords a suggestion for an advertisement designed to turn customers away from the "catalog habit." This is only one of many good advertisements that could be written. This firm has probably cut the price to cost on the three articles mentioned in the advertisement, but it is not likely to make a great many sales at these prices and can thus easily afford the cut. Of course, an advertisement of this kind is advisable only in cases where it becomes necessary to "take the bull by the horns" and adopt a radical remedy.

BUILDING UP INDIVIDUALITY

10. The public impression of a store depends to some extent on the advertising. If the advertising is truthful, is full of good store news, emphasizes quality, is displayed with appropriate types and borders, and is properly supported, the store will in time surely become recognized as a high-grade store. If the advertising is exaggerative, is full of glittering generalities rather than real information about goods, and gives notice of "closing-out" sales every month, the store must content itself with a rather low class of trade and a shifting patronage.

It is for the advertiser and his ad-writer to decide what impression shall be made on the public, whether the line of attack shall be low price or high quality, whether great care shall be used to cultivate and retain public confidence, or whether claims and sales shall be made regardless of the truth of the statements.

Every store has something about its policy or its service that can be exploited continually to help build up a priceless public impression. A drug store may have a system of double-checking all prescriptions as a means of insuring accuracy. Clothing stores may have superior facilities for

changing and fitting suits. A grocer may have a distinctive delivery service. A plumbing-and-heating firm may do all work under a guarantee. A bakery may be scrupulously clean. The proprietor of an ice-cream business may use artesian water of high quality in all his work. Such features interest the public and make lasting impressions.

EXAMPLES OF RETAIL ADVERTISING

11. In order to advertise a retail business successfully, it is necessary to study that business exhaustively, so as to discover what there is in the service or merchandise that will make a favorable impression on prospective customers, and then to set forth these selling points in the most effective way and by the most economical plan. This fundamental principle is the same whether the business to be promoted is a bakery or a fish market, a shoe store or a harness shop. Each business, of course, has some details that are peculiar to itself, and in each the ad-writer determines the best line of attack on public favor only after a careful study of both the business and the class of people it aims to serve.

The examples of retail advertising in this and a following Section are intended merely as demonstrations, and from the preceding remarks, the reason for not giving examples of all the various lines of retail advertising will be apparent. A careful study of the examples will give such an understanding of the principles that the ad-writer can go to work intelligently when called on to promote any retail business.

Not even in these few examples can inflexible rules be laid down as to the exact plans to be followed, the amount of money to be spent, the kind of mediums to be used, the size of the advertisements, the frequency of insertion, etc. These details can be determined only after careful study of each individual retailer's problem, and often some details can be settled only by a test of different methods. The plan that would be judicious for a furniture store that had practically no competition in a city of 25,000 inhabitants thoroughly covered by one good newspaper might be a poor plan for

another furniture dealer in a city of 375,000 that supported a number of good newspapers and aggressive furniture stores. If all retailers of a certain class in one city followed just the same plan, the sameness would hinder successful advertising. There should be an individuality to each advertiser's work. Advertising science has not yet become so nearly exact that one may say, before thoroughly studying the business to be promoted, just what should be done to make the advertising campaign successful. The advertising man does well to profit as much as possible by the knowledge and experience of others, but he cannot rely on cut-and-dried plans, nor always be safe in following the ideas of others.

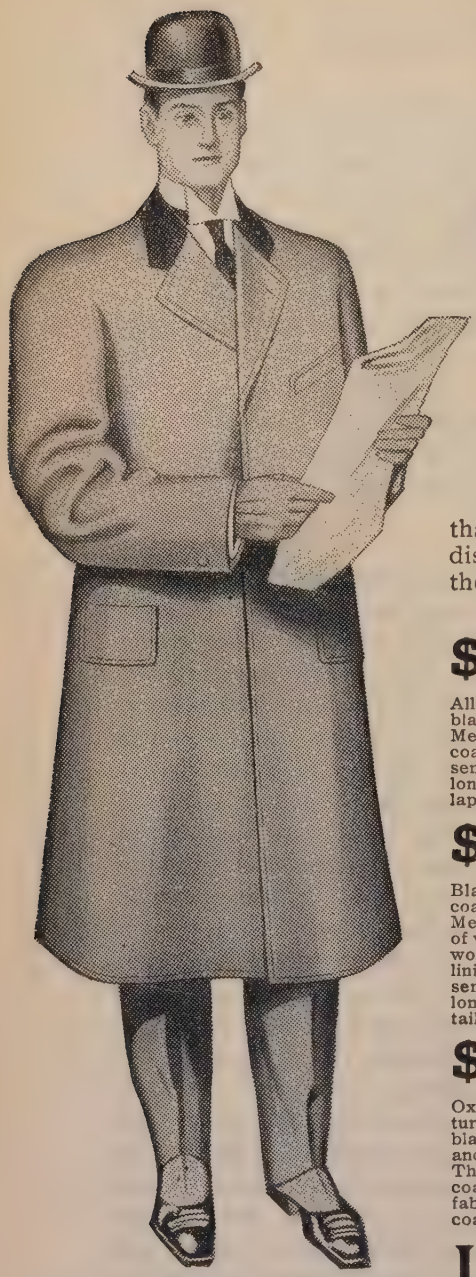
CLOTHING AND DRY GOODS

12. Advertising of Clothing.—Retail clothiers advertise more extensively than any other class of merchants selling a single line of goods. Everybody must wear clothes, and would have to buy them whether the dealers advertised or not. But advertising enables the clothier to meet competition, to force the sale of new styles of clothing, and to sell more clothes than if he did not advertise. Advertising not only controls trade, but actually creates it. Many people do not realize what they need until some one tells them. A desire for beautiful or convenient things—luxuries, not necessities—may be created in the minds of all persons. This is especially true of clothing. When the average man buys a suit of clothes, he believes that he will wear it at least two seasons, and a woman usually thinks the same thing about a jacket. But if the style changes at the end of the first season, the man must buy a new suit if he wants to be well dressed. Short coats may be popular one season; long coats, the next; and so on. Women's jackets, cloaks, suits, etc. are subject to even more change than that which takes place in men's clothing, and women are, as a rule, more particular about having their clothes just in style. Dealers in wearing apparel welcome a change in styles, because it means increased business—that is, if the people

are made aware, through advertising, that their present clothes are out of style and that they can find the proper thing at the clothier's store.

Style, particularly at the beginning of a season, is a much more important factor of clothing advertising than it is often supposed to be. Women are keenly interested in new styles, and men like to know about the fall shapes in derbies, the length and cut of new coats, etc. There should be much style talk in the early part of the season. Price is nearly always important, but it may be emphasized to better advantage in the middle or latter part of the season. The writer of clothing advertisements should keep well informed as to styles. This he can easily do through the clothing-trade journals.

13. The chief selling points of ready-made clothing are style, fit, quality, and price. The custom tailor's strong points are style, fit, and quality. He cannot meet the low price of ready-made clothing, so his advertisements should point out why his clothes are worth the higher price. Some tailors of the middle grade approach ready-made prices closely and have a good argument; they can give individuality, and a good fit at just a little more than the price of a ready-made suit. The retailer, on the other hand, should advertise how nearly he can approximate the tailor's style, fit, and quality for a lower price. Owing to the great improvements that have been made in ready-to-wear clothing, the custom tailor is now entirely dependent on two classes of customers: first, those who are able and willing to pay his prices in order that they may wear clothes of distinctive pattern and material, and suited to their individual notions of what good clothing should be; and, second, those who are so oddly proportioned that they cannot be fitted in the ordinary clothing store. Even the latter class of the tailor's customers is being rapidly thinned out, owing to the introduction of slim, stout, long, and short variations of the normal sizes. Then, again, high-grade, ready-to-wear clothing is so built up by padding and so shaped with stiff



This is
Overco

500 Overcoat
Overcoat Ma

Every overcoat the best that best than 20 models—all correct. More than displaying all the later style points—them are "regular" overcoats—conserva

Various mill, tailoring, and trade

$9.50 **for Overcoats that are values up to $15.50**

All-wool coats in various gray shades. Blue and black Kersey coats, black, Cambridge and Oxford Melton coats; black and Oxford all-wool frieze coats. Thirty different fabric designs; models are semifitted, semibox, and box coats; 44 to 50 inches long; all have hand-worked shoulders, collars, and lapels. Many are hand-tailored throughout.

$11.50 **for Overcoats that are values up to $18**

Black, navy, and marine blue, all-wool Kersey coats. Oxford, black, Cambridge, and Quaker gray Melton coats. Oyster and silver gray in twill weaves of worsted-finished cheviot. These garments have worsted serge or finest Venetian linings, satin sleeve linings, and the very best interlinings. Models are semifitted, semibox, and full box; 44 to 52 inches long. Every garment is up to $18 standard in fabric, tailoring, trimmings, and style.

$13.50 **for Overcoats that are values up to $22.50**

Oxford, Cambridge, and black Meltons; fancy-mixture worsteds—Quaker, silver, and steel grays, black and Oxford vicuna-finished worsteds, blue and black Kerseys, and the new brown coats. These garments are from makers that tailor overcoats only that retail from $20 up. More than 20 fabric designs, in 5 different models—desirable overcoats that are excellent values under $22.50.

LAMSON BRO

Display in MacFarland, MacFarland Italic,

our Great
t Opportunity

rom Two of America's Best s at Savings of $6 to $22

best trimmings, best tailoring, and best designing can make it. More cs and colors—all correct. Displaying all the finer points of tailoring, nrough coats, paletot, paddock, driving, and auto coats. Most of dels that a man can wear for years to come.
ns make this most important sale possible.

.50 for Overcoats that are values up to $28

nore than 15 fabrics, weaves, and color- ur and vicuna-finished Meltons in black, d Cambridge, and worsteds in black and Worsted velours. Fancy weave, silver, er, and Quaker gray cheviots. Black, Oxford fine-finished Kerseys. Choice of in 45- to 52-inch coats—button-through, ull-box, and semifitted coats. Garments tail best $25 and $28 values. The 80 coats vill go fast.

.50 for Overcoats that are values up to $30

oats, button-through coats, and regular er a dozen smart models. Several styles worsted and satin. Fine-milled Meltons xford, Cambridge, brown, and olive mix- ck, blue, Oxford, and brown Kerseys; ord, and olive worsteds; silver, stone, and and olives in fancy-weave worsteds and Here are unusual assortment and unusual r $30.

.50 for Overcoats that are values up to $35

, driving coats, dress coats, and business ack, Oxford, blue, Cambridge, and various es and fancy weaves of all the correct abrics. Many of these garments are worsted and satin, and all are finest pos- $35.

$27.50 for Overcoats that are values up to $45

Driving coats, auto coats, paletots, smart business coats, blue and black English Kersey coats, English vicuna worsted in bird's-eye, herringbone, and wale weaves in black, Oxford stone, silver, and Quaker grays. English Meltons in black, blue, and Oxford. Scotch tweeds in exclusive overplaids and stripes.

Extreme value and satisfaction of every garment will manifest themselves continually during several seasons' wear.

$32.50 for Overcoats that are values up to $50

Norway Kerseys, triple-milled English Meltons, English worsteds, Venetians, and vicunas. The colorings are black, blue, Oxford, Cambridge, blue Oxford, steel Oxford, and brown Oxford. Several fancy weaves—linings are finest silks, satins, and Circassians; the models are nearly all three-quarter length semibox and full-box coats. Unusual values under $50.

$37.50 for Overcoats that are values up to $60

Finest English Meltons, finest English Kerseys, vicunas, Venetians, and worsteds. The finest tailoring possible, the finest linings and interlinings that can be made. Correct models designed by America's most famous designers. Finer tailoring, finer trimmings, and finer fabrics are not known at any price. Every garment extreme value under $60. One of these coats will look well for many seasons.

HERS, 180 to 186 Eighth Avenue

linings that abnormal proportions and defective builds are concealed, and the wearer is made to look like a normally proportioned individual. In view of these facts, price is the chief selling point of ready-made clothing. Next in importance are style, fit, and wear.

14. Clothing advertisements must necessarily be seasonable, and should occasionally be enlivened with first-class illustrations of models wearing the particular clothes advertised. Stipple or half-shaded line cuts are the best for the purpose, though coarse half-tones are sometimes more representative of the particular style of clothing. If the ad-writer cannot get ready-made cuts that correctly represent the goods, he should procure a photograph of them on a good-looking model, and send it to some first-class engraving house for reproduction. Special cuts are somewhat expensive, but they add so much to the appearance and effectiveness of the advertisement that it pays to use them. The drawings can be copyrighted in the clothier's name, and the copyright notice, appearing under the illustration, will convince the reader that it is an accurate picture of the article advertised. In general, it is best not to advertise more than one kind of clothing in an advertisement, except when announcing a special sale. In such a case, the real selling point is "the reduced prices due to the prolonged warm weather," or "the damage done by water or smoke," "the necessity of clearing out the old stock to make room for new goods," etc. All these apply to the stock in general rather than to any particular class of clothing.

15. Examples of Clothing Advertisements.—In Fig. 8 is shown a good example of an advertisement for popular-priced, ready-made clothing. The illustration shows the style of these $15 worsted suits, and the price, being a strong selling point, is brought out in the heading. This advertisement, while not crowded, is well filled with good argument and description.

16. In Fig. 9 is shown a good example of an advertisement for an overcoat sale. The illustration in this adver-

tisement has much attention-attracting power, and the descriptive items are well written. An advertisement of this character could hardly fail to attract every reader of a paper that had any idea of buying an overcoat. This advertisement in its original form measured 10 inches across 5 columns. It is shown reduced in Fig. 9.

17. Fig. 10 shows how a clothing store may exploit boys' suits in a special advertisement. It is also a good example of the bargain advertisement; notice the reason given for the low price.

18. In Fig. 11 is shown an advertisement that is good in many respects. It is important in an advertisement of women's suits, cloaks, etc. to illustrate the particular style offered by the store, because women pay much closer attention to the style of the garment than do men. The illustration in Fig. 11 was drawn especially for this advertisement and is consistent with the description.

19. Some high-priced tailors make it a rule never to mention prices, but the makers of medium-priced and low-priced suits do well to give prices in their advertisements. While it may be argued that price is a point that had better be left to the salesman, it should be remembered that many men do not like to go into a store and then admit that they cannot afford to pay the price asked. As a general rule, it is better to give prices in both advertisements and window cards.

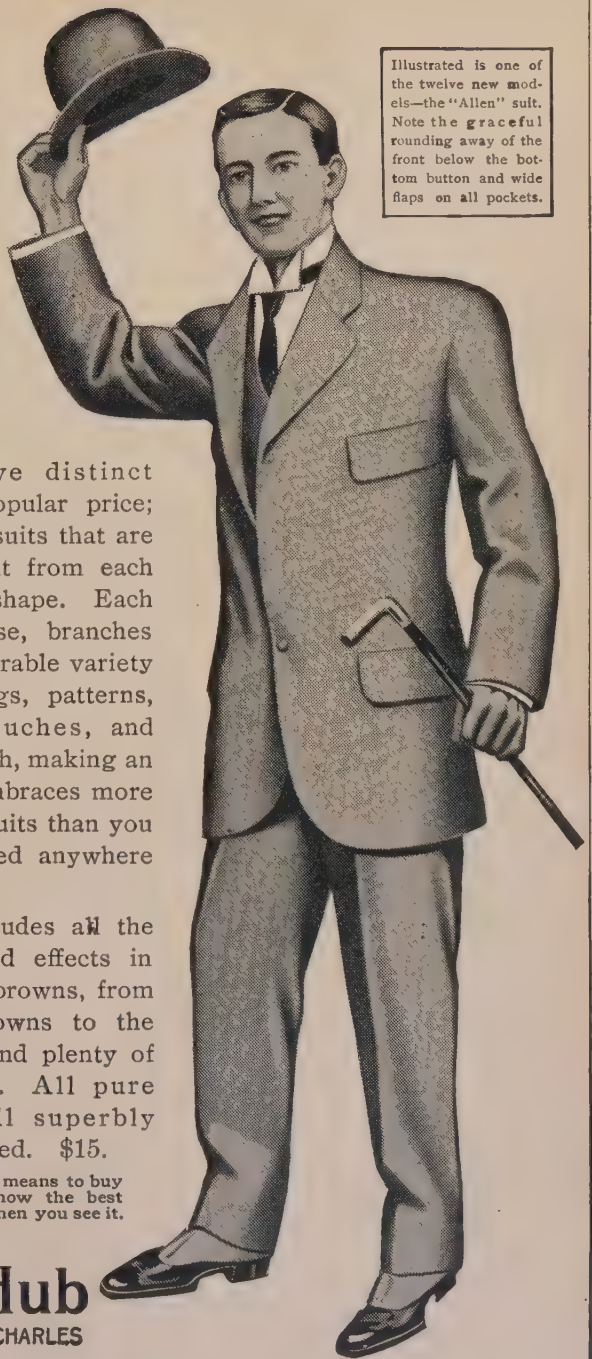
In Fig. 12 is shown a strong advertisement for blue serge suits. The strength of the advertisement is largely due to its concentration on the blue-serge suiting.

In Fig. 13 is shown an example of the personal, "face-to-face" style that can be adopted by some tailors to advantage. A tailor that feels it is best not to exploit prices, may make his appeal to the public in advertisements of the style shown in Fig. 14.

20. Millinery and Waist Advertisements. — The advertisements reproduced in Figs. 15, 16, and 17 explain

Pure Worsted Suits for $15

Bear this in mind when you go suit buying today: If you make $15 your limit, you do yourself an injustice not to see this magnificent stock.



Illustrated is one of the twelve new models—the "Allen" suit. Note the graceful rounding away of the front below the bottom button and wide flaps on all pockets.

We show twelve distinct models at this popular price; mind, that means suits that are absolutely different from each other in cut and shape. Each of these, of course, branches out into an innumerable variety of cloths, colorings, patterns, and distinctive touches, and changes in the finish, making an assortment that embraces more actually different suits than you ever saw assembled anywhere at one price.

This showing includes all the newest shades and effects in the much-desired browns, from the light-gray browns to the dark-seal tones; and plenty of blues and grays. All pure Worsteds, and all superbly tailored and finished. $15.

To inspect these suits means to buy one, provided you know the best value in Blanktown when you see it.

The Hub

BALTIMORE STREET AT CHARLES

Boys' $8.50 and $9 Suits for $6.50

It's only because you buy directly from the makers when you buy at The Globe that you can get these suits for so much less than others charge. If we had to buy in the open market, as other stores do, and pay a middleman's profit, we'd have to charge more, too. But we have no middleman's profit to pay, and you get the full benefit of the saving. The suit shown in the sketch is the newest style Norfolk, of blue serge, in 6- to 16-year sizes. We also have the same style in gray or brown-checked worsteds, fancy cheviots, and velour cassimeres. The coat is lined with Italian cloth. All seams are sewed with silk, and the tailoring throughout is such as to insure the greatest possible amount of service. We have at the same price the same full assortment of fabrics, patterns, and colors in

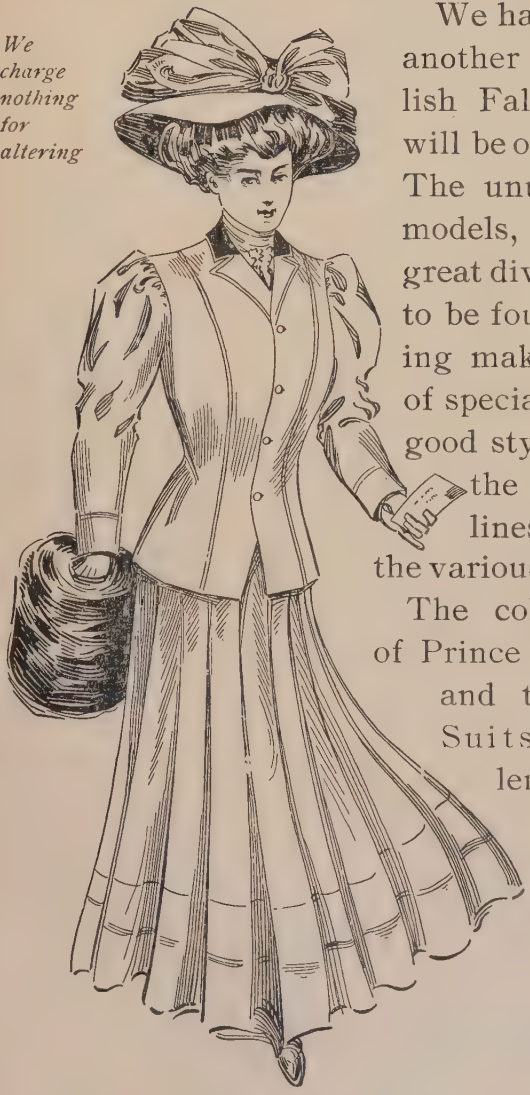
Double-Breasted Suits. Sizes 8 to 17 Years.
Blouse Suits. Sizes 5 to 12 Years. Russian Blouse Suits. Sizes 3 to 6 Years.

Lexington St. **The Globe Store** At Spruce

FIG. 10

Stylish Suits, $17.50

We charge nothing for altering



We have just received another new lot of stylish Fall Suits. They will be on sale tomorrow. The unusual variety of models, as well as the great diversity of fabrics, to be found in this offering makes the showing of special interest; every good style-idea found in the higher-priced lines is embodied in the various models we offer. The collection consists of Prince Chap, semifitted and tight-fitted coat Suits in various lengths. The skirts are very full side-plaited styles with or without folds at the foot.

See our windows tomorrow morning. They will show these suits.

Kelley & Brown Wyoming and Lackawanna Aves.

FIG. 11

Display in MacFarland and MacFarland Italic

A Gentlemanly Cloth

for a gentleman's clothes—that's what we're featuring. Let us show you the handsomest fabric on display in the city. It's a

Wide-Waled Blue Serge

just the right shade—and an extraordinary one at that, in the wide-waled effect so much admired in the gray shades but seldom seen in the blue. Besides, this is a sturdy fabric and one that would make a suit cost you at least $30 anywhere else but at this moderate-price shop.

We've made the figure as low as is consistent with careful workmanship and offer a Kahn-tailored suit of this Wide-Waled Blue Serge for **$24**

Kahn Tailoring Co.

Makers of the Kind of Clothes that Gentlemen Wear

18 Lexington Avenue

FIG. 12

Display in Foster; body in 12-point Old-Style Antique

My $20 Suits

are more popular this season than ever before.

There's scarcely a day that some wearer of ready-mades doesn't come in and wonder how he could ever have worn ready-made clothing when he can get for $20 such material, workmanship, and fit as I give.

The fact is, I have the finest line of $20 suitings in the city; and I am as careful of each customer as if he were the only one I had.

I want you to see my suitings. Just received a new lot last week. There are a number of handsome gray and brown worsteds in this lot; fine serges, too. You won't be urged to buy, but if you give me an order you're sure to get a well-made suit with an individuality—one that will do good service for two seasons. Most good tailors would charge $25 or $30 for a suit like my $20 grade. If I didn't have a big list of patrons, I'd have to charge $5 or $10 more.

George Jacobs
Bell Building

FIG. 13

The Cut of the Coat

TELLS the taste of the tailor. The garment that strikes your fancy may not be the one that you should wear. In the mirror of the retail clothier you cannot see yourself as others see you. Is it safe to trust your appearance to the judgment of the ready-made salesman—biased by the necessity of fitting you to the clothing rather than the clothing to you? Individuality and character are subtly expressed in every garment I make. Years of experience in serving the best dressers guarantee that clothing made by me is perfect in style and finish, and is of the color and cut best suited to the wearer's complexion and figure.

Blenheim

Pennsylvania Avenue

FIG. 14

The monogram and signature of this advertisement are from drawn designs. The body type is Laureate. Note the harmony of border with type

The New "Orby" Sailor

The "*Orby*" Sailor takes its name from the famous American-owned horse that won the English "*Derby*" in the presence of Wealth, Society, and Fashion of two continents. It has all the good qualities of other sailors but has some new features. See illustration. This hat will be very popular this season.

The "*Orby*" has Leghorn brim and rough straw crown in natural color. Some of the hats have natural Leghorn brim and rough, black straw crown. For trimming, there's a big, splashy bow of taffeta silk, front or back—the bow at the back is the latest. The "*Orby*" is trimmed in harmony with sketches of the Sailors worn at the "*Derby*" and at the latest Paris races.

Trimmed in white, black, pale blue, the new violet, also brown. $5 and $6.

If you'd rather have a white hat, remember we have them in great variety, $8 to $15.

COGGINS & BORNER CO.

Corner Main and Sixth Streets

FIG. 15

An example of good harmony in type, illustration, and border

Stylish Summer Waists

Never before have we had such neat and attractive new models in summer waists that we were able to offer at such popular prices.

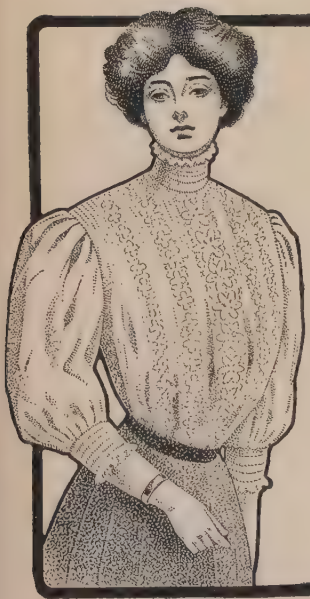
Women's White Lawn Waists—As illustrated; a very charming model, artistically designed; entire front fashioned of embroidery, lace insertions, and French tucks; collar and cuffs of three-quarter sleeves are tucked and edged with lace, at **$2**

Women's Lingerie White Lawn Waists—A beautiful model, artistically designed; entire front of allover embroidery, lace insertions and clusters of tucks; back lace trimmed and tucked; collar and cuffs of three-quarter sleeves trimmed with lace insertion and lace edge, at **$1.75**

Women's White Lawn Waists—In a good-sized collection of pleasing styles; lace and embroidery trimmed; about 25 in the lot; selected from our regular stock where the lots were small and the range of sizes broken; some slightly mussed from handling; waists that sold regularly at $1.25 and $1.50, to be sold at **$1**

MORRIS, HALE & EVERHARDT, 80 Vine Street

FIG. 16



Smart Styles in Shirt Waists

Smart dressers realize that there is as much difference among shirt waists as among people. Some are ordinary, others high grade, and a few distinctive. Ours belong in the last-named class.

The waist illustrated is of fine white lawn, with a broad strip of embroidery down the center and two narrow strips of embroidery on each side. Fine tucks in the shoulders give the desired fulness. Tucked back; three-quarter sleeves. Tucked collar and cuffs edged with valenciennes lace. Price, $2.25

SINGLETON'S

Charles and Horn Sts.

Fig. 17

themselves. Note the "newsy" feature. Each advertisement gives some information about a particular class of goods that is sure to be interesting to prospective purchasers. It cannot be too strongly emphasized or repeated too often that this is the kind of advertising that brings customers. In Fig. 15, the prices are properly left undisplayed. Both the illustration and the border of the advertisement shown in Fig. 17 were drawn. This made the advertisement more expensive, but the cut could probably be used more than once, and it is very distinctive.

21. Advertising of Dry Goods.—Dry-goods stores in the larger cities cannot, as a rule, meet the low prices of the department stores, but they can easily attract and hold a desirable class of customers by carrying better or more complete stocks than their price-cutting competitors. Price is a very strong selling point, but it is not everything. The tendency among department stores is to carry cheap, quick-selling goods, but the steady demand for better and higher-priced products makes the opportunity and should shape the business and advertising policy of the independent dealer. He should so advertise and conduct his business that whenever the women of the locality want good merchandise or their choice of a large variety, they will come to him just as quickly as they would go to the department store for bargains in cheap materials or ordinary articles. While the independent dealer cannot continuously imitate the bargain-counter methods of the department store, his occasional cut-price sales of high-grade goods will attract a most desirable class of new customers and hold the old.

22. The advertisements of the independent dealer should tell of the quality of his stock, the variety of patterns or shapes or sizes, and then point out that at the prices quoted he is offering values that are real bargains, because they are bargains in high-grade goods, the prices of which are not ordinarily cut. If he has the sole agency for a corset, for a line of silks, for gloves, or for stockings, or makes a specialty of such goods, it is a good idea to run special

advertisements of them, pointing out that they are of superior quality and not obtainable elsewhere. He should also watch the magazines to see which articles that he carries are being advertised by the makers. By advertising that he sells these goods, he will reap direct benefit from the magazine advertising.

Dry-goods advertisements should be descriptive, should tell all the good points of an article, and should suggest its use or desirability. Conciseness and brevity are good qualities in advertisements, but it is poor policy to save space at the expense of clearness. Women are the buyers of dry goods, and they will read anything that conveys real information about goods that interest them.

23. Probably no branch of advertising furnishes more examples of weak writing than that relating to dry goods. The ad-writer that can paint a word picture of an article or its use is the one that will create business. If he can do it in a few words, he is a genius; but if he cannot, he had better stick to full descriptions in every-day language. Many ad-writers, in attempting to write from a feminine standpoint, make themselves ridiculous by descriptions in high-flown and altogether unnatural language. Other ad-writers try to cover their lack of knowledge by "smart phrases," alliteration, circus-poster superlatives, and infantile chatter. There is no excuse for such waste of space. No ad-writer is expected to know all the technical excellencies of the numberless materials and articles sold in dry-goods stores, but he can find out enough points to write effective advertisements. Some dry-goods merchants and retail salesmen are well informed on such matters. The salesmen sent out by jobbers have to know these points, and the ad-writer should try to meet and question these men. They want their special lines pushed, and will gladly cooperate in the production of advertisements that will sell their goods.

24. It is a good idea for the ad-writer to read his copy to some woman of common sense, and notice whether or not it conveys the desired information. Often, in thus reading

his work, he will discover weaknesses in his style that he had not noticed in writing the copy. Too often, writers of advertising strive to write something that they think will please other advertising men or the advertising journals, rather than something that may be easily understood and appreciated by women. An advertisement should contain just about what a salesman would say in personally offering the article for sale to a customer. It need not necessarily be conversational in style, but it should be written in the language of the people.

25. Illustrations should be used as freely as possible. Cuts from illustrating syndicates are all right if they are up to date and have some connection with the article advertised. Specially prepared illustrations, however, are very desirable and effective. These may be drawn to agree with the fashion plates that are printed in women's magazines and in the illustrated Sunday papers. A reputation for using cuts that represent the latest styles is a valuable asset to any dry-goods merchant. Women are always interested in styles and will hunt through the paper to find a picture of a well-dressed woman.

26. Size of Dry-Goods Advertisements.—Dry-goods advertising should be continuous, but heavier in the best selling seasons. The amount of space to be used depends principally on the size of the store or the amount of business required.

The ad-writer should keep close watch of the sales made and the class of customers drawn to the store by his advertisements. If he finds he is appealing to the wrong class of people, he should change the advertisements to a style and character that will appeal to a more desirable class. If some clerks are kept too busy and others are idle, he should reduce the advertising of the busy department and push the weaker one, taking into account, of course, their relative importance.

It is a waste of space to lay out a small advertisement on the plan of a page department-store advertisement, yet many

small advertisers attempt to do so. There is some difference of opinion about the best location of the firm name in a page advertisement, but in small advertisements it should always appear at the bottom. It will then be possible to display the article advertised effectively, without giving the advertisement a top-heavy appearance. If the space used is less than one-eighth page, it is better, as a rule, to devote this space to one article or to one special line of goods. It is more profitable to make a strong presentation of one leader than to break up small space into insignificant panels. Strong display in small space gives an impression of strength; ineffectual imitation of big advertisements is a confession of weakness. Of course, in selecting specialties to be advertised, goods should be chosen that are either in themselves worth advertising or that will bring customers who will buy other goods on which a profit will be made. Beginners often make the mistake of selecting insignificant articles that accomplish neither of the objects named. It sometimes happens, however, that a number of small lots of goods can be assembled in a bargain advertisement that will prove both attractive and profitable. If small space is used, it is a good idea to specify that the advertisement shall be placed continuously on the same page and in the same position. A special face of display type and a special border will also help to make the advertisement prominent and will assist regular readers in finding it.

27. Examples of Dry-Goods Advertisements.—In Figs. 18, 19, 20, 21, and 22 are shown examples of dry-goods advertisements that bring out the principles set forth in the preceding paragraphs. The advertisement shown in Fig. 18 is printed from a mortised cut. This kind of advertising is much more expensive than plain type advertising, for the services of both illustrator and engraver are required. The advertisement shown in Fig. 19 has nothing of cleverness or uniqueness about it, but it is an effective advertisement. Fig. 20 shows what a strong, clear display DeVinne makes. Fig. 21 is an example of unusually well-written copy.

Pretty
June Graduates
Will look still more lovely if arrayed in some of the dainty fabrics we are offering.
For Commencement
White Mousseline de Soie, yd. $.50 to $1.25
Persian Lawn . . . . . .35 to .75
Wash Chiffon 50
French Organdies . . . . . .35 to .75
Batiste . . . . . .50 to .75
For Class Day
Colored Pongees, yd. $1.00 to $2.00
Printed Foulards . . .50 to 1.50
Dimities . . . . . .12 to .35
Silk Grenadines . . 1.25 to 2.50
Mousseline de Soie . .50 to 1.25
French Challies . . .50 to 1.25
Crepe de Chine . . .75 to 1.50
In our extensive line you can surely find something to suit the occasion, your complexion, and your purse.
Mason's
Main Street

FIG. 18

The Cushing Italic harmonizes with the general tone of the advertisement

New White Goods

and Other Washable Fabrics

We have on sale this week a lot of the newest things in Washable White Goods, and with them some good things in colors. Prices on these goods have advanced since we made this purchase, so the figures below are probably lower than the prices on the same goods will be a little later in the season.

Lot 1—Mercerized Batiste in pure white, 46 inches wide, and Embroidered Figured and Dotted Swiss—fine embroidered fabrics that will delight the most fastidious, specially priced at **60c**

Lot 2—White Persian Lawn 32 inches wide, and Mercerized Batiste 46 inches wide; fine and soft in finish, splendid stuffs, priced at **35c**

Lot 3—All Linen Suitings in white and all wanted shades, 36 inches wide, and White Dotted Swisses with dots of various sizes, for **39c**

Lot 4—Mercerized Checks and Plaid Voiles; also plain colors, and White Persian Lawns and Pongee Suitings, 32 inches wide; an excellent lot of stuffs to go at only **25c**

Lot 5—White India Linen; a fine sheer quality, 40 inches wide, usually counted good value at 25c a yard; to be sold at only **14½c**

Lot 6—Printed Batiste; white and tinted grounds, and White Auto Cloth in linen finish, 36 inches wide, as well as fine Dress Ginghams in two dozen choice styles, choice of any **12½c**

Lot 7—Fine Dress Ginghams in stripes, checks, and solid colors, 27 inches wide, regular values 10c a yard, special priced **8c**

Lot 8—Pretty Printed Dimities in stripes and neat designs; a dozen of this season's newest and best patterns and colorings; 27 inches wide at **7c**

Jones Dry Goods Co. Broadway and Eighth

FIG. 19

35 An effective display in Powell. Note the excellent arrangement of sideheads and prices

The NEMO Solves the Corset Problem

Our store is Hartford headquarters for the famous NEMO Corset—the corset that's made in so many different models and sizes that it is no trouble whatever for our experienced fitter to give a woman just what she needs to make her figure look best.

Nemo Military Belt—Another wonderfully popular *Nemo* specialty; for medium figures; gives the small, incurve waist, so fashionable, you know. Price—$3. *See sketch on the left.*

Nemo Self-Reducing Corset—The most satisfactory Stout Woman's Corset; the Corset that positively reduces the stout woman's figure—gives her style and grace—and at the same time gives her comfort and health. We have models for both tall and short stout figures. A full range of sizes. Prices—$3 and $5. *See sketch on the right.*

Nemo Swan-Shaped Corsets—These are the *Nemos, par excellence*, for medium and slender figures. They give beautiful curves of swan-like grace; fittingly named "*Swan shape*"—$2 to $3.50.

Nemo Festoon—For medium and slender figures; embroidered in festoon design at top and bottom and winsome little dots scattered between. The Corset for fine and dainty *lingerie models*—$2 to $3.50.

There's a *Nemo* made for every figure—and made to improve the figure of the slender as well as of the stout woman.

Bear in mind—that *Nemo* Corsets are as famous for wear as for style—strength and durability combined with Parisian chic and grace. Let us fit you with a *Nemo*—the *Nemo* that's meant for you. Fittings free of charge.

Sanderson & Company, 18 Wyoming Avenue

FIG. 20

"Should My Daughter Wear Corsets?"

This is a question many a mother asks herself when she sees her well-developed daughter of 15 or 16 years.

Several years ago we thought out the problem and prepared Girdles and Corsets at regular stepping-stone intervals to suit the needs of school girls and young women from 12 to 16 or 17 years.

These Girdles at 50c are the tiniest waist protection possible, preventing the waistbands cutting into the flesh.

Next comes a little longer girdle—for the large girl. Then a Corset with smallest hip and bust proportions to prevent the figure spreading. Prices range to $2.

MANNING & RASCOVER, 1824 E. Broad

FIG. 21

205—21

Beautiful New Cottons

There must be a new rainbow within the vision of Fashion—so wondrously beautiful are the colors of these new cottons. The clever loom artists seem to weave cloud colors into a silk and cotton fabric and then strew it with flowers. They call it Cotton Voile.

That's one of the new cottons.

"Beautiful beyond expectation" you will say when you see. On plain grounds of white and mauve are skilfully printed the loveliest sprays of summer flowers. Some of the blooms fairly stand in relief—hand-painted, as it were. Others are embroidered over the printings in conventional designs. Twenty-eight cents is the lowest price for these loom triumphs—forty cents is the largest, but there's much choosing in between.

Another thing of beauty is the Mercerized Mull.

Soft finished in delicate shades of mauve, salmon, sky, cream and white that fairly glisten like snow under sunlight. Most elaborate summer blouses and dresses will be made from these dainty fabrics. Just fancy the little price—

28c a yard

The south window display shows the reality of this pen picture.

MAHON BROS.
210 Broadway

FIG. 22

GLOSSARY OF DRY-GOODS TERMS

28. The following glossary of dry-goods terms (originally published in the Dry-Goods Economist) will prove serviceable to writers that intend to make a specialty of dry-goods advertising. It should not be inferred, however, that it is advisable to use uncommon technical terms in advertisements without giving their meanings. To make the greatest success of dry-goods advertising, the writer himself must understand the technical differences of various kinds of cloth, etc., and this list of definitions should prove useful in attempting to gain such knowledge. The common terms—those which the average purchaser will readily understand—may of course be used freely in advertising copy.

This glossary of dry-goods terms is suggestive of the fact that a knowledge of the technical differences of material and construction is important in any line of advertising work that the ad-writer may select. The ad-writer that does not learn the difference between cast iron, wrought iron, steel, etc., cannot make the greatest success of hardware advertising. Neither can a writer do the most effective furniture advertising if he remains ignorant of different woods, methods of joining, furniture history, styles, finishes, etc.

Aigret.—A stiff plume. Sometimes erroneously applied to "egret," a term used to describe light, floating feathers.

Allover.—Embroideries or lace materials in which the design or pattern extends over the entire surface of the fabric in contradistinction to edges and insertions.

Appliqué.—Materials cut out and sewed, embroidered, or pasted on other materials.

Armure.—A chain weave in which the threads are thrown in repeating small pebbled designs such as minute diamonds or other angled figures. Used in silks and dress goods.

Bandeau.—A band or part of a band placed in the headsize of a hat to raise part or the whole of it.

Barré.—Materials having stripes or bars running across the cloth produced by various processes of weaving or printing.

Basket Weave.—A style of weave in which the plaited work of a basket is reproduced by the pattern. *Linen basket cloth* is a variety of crash suiting.

Batiste.—A fine cotton muslin having a great deal of dressing, resembling lawn, the difference being that batiste is slightly heavier.

Bedford Cord.—A weave used in dress goods similar to cotton piqué, consisting of heavy ribs running lengthwise in the fabric.

Beige.—Dress fabrics of smooth texture produced by using yarn in which the colors are mixed.

Bengaline.—A plain, round, corded weave of silk and wool in which the wool is used as a filling covered by the silk; smooth in surface, small in grain.

Botany Yarn.—Yarn composed of a fine grade of Australian wool and used in the manufacture of worsted dress goods.

Bouclé.—Knotted and curled effects raised upon the surface of the cloth produced by the use of two-ply yarn in which one thread is wound around the other and partly drawn out so as to produce a loop. Rarely used in silk fabrics.

Bouillonné.—Narrow shirrings of chiffon that edge wide ruffles or plaitings of the same or other materials.

Bourette.—An effect produced by introducing lumpy, knotted yarn in the weaving. The yarn so introduced is woven in at intervals, forming patterns or creating an evenly arranged rough surface.

Box Plait.—A double fold, or plait, formed by the folding of the cloth alternately in opposite directions so as to form a kind of plait from each side.

Brandenburg.—A military ornament of braid and loops with which a jacket is fastened.

Broché.—An effect where the warp design is raised in floats and appears as if embossed on the surface of the fabric.

Brodé.—Embroidered effects either on silks, woolens, or cottons.

Butcher's Linen.—A plain weave fabric of linen used for dress purposes; similar to crash in appearance, but lighter in weight and composed of smoother yarns.

Camel's Hair.—A loosely woven woolen fabric in which a very long fiber is employed. It is composed of the finest worsted.

Cashmere.—A wool fabric twilled on one side only, with soft finish.

Challie.—An extremely light-weight dress fabric, cotton or wool, woven without twill, free from dressing.

Cheesecloth.—Thin muslin, bleached or brown, free from sizing.

Cheviot.—Twilled, nappy woolen cloth.

Chiffon.—A transparent, fine-woven silk gauze.

Chiné.—Fabrics in which the pattern is printed on the warp, so that when woven the crossing threads show the design in a broken effect, giving the appearance of shadows, etc.

Corduroy.—A heavy, ribbed cotton material made like velvet, with a twilled foundation and a pile surface.

Couteau.—A knife-like twill or wing.

Covert.—A twilled diagonal cloth usually made in mixtures for tailoring.

Craquelé.—Crackled- or broken-glass effect in lace, net, or silk.

Crêpe de Chine.—A crinkled, thin, silk dress fabric.

Crêpe Lisse.—A zephyr gauze of silk plain woven.

Crepon.—A crinkled dress fabric made of silk or wool, or mixed. Also cotton.

Croisé.—A cross twill in weaving. Applied to velvets, means twilled back instead of the old straight back.

Crystal.—A heavy corded silk with wool filling, in which the small cords alternate with large, regular or irregular cords.

Damask.—In weaving, a name long used to designate a particular style of twill, and specifically applied to several kinds of twill-woven fabrics. At the present day, damask in its broadest application denotes a twilled linen or silken texture richly figured in the loom with patterns of a large

and dignified type, as flowers, leaves, fruit, and ornamental scrolls. Damask, being a matter of weave rather than of any particular fiber, may be produced in various materials; linen, silk, and bright wools, however, being the most effective.—*Cole's Encyclopedia of Dry Goods.*

Damassé.—Fabrics ornamented on the surface with a rich design, the running figure woven, but not printed—same as damask.

Dimity.—Thin white goods, plain or printed, distinguished by raised threads or cords running lengthwise.

Directoire.—In the style of the French Directory, 1793–1801.

Drap d'été.—A worsted material made like cashmere.

Dresden.—A very small unobtrusive design. The term has been adopted from Dresden china, to designate small, neat effects in printing.

Duchesse.—A satin fabric of which the back is woven in flat twills, making a smooth face, not showing the twilled effect.

Egret.—Light floating feathers obtained from the heron.

Empire.—Styles of women's dress fashionable during the reign of Napoleon I, based on the mode of dress customary in ancient Greece.

Eolienne.—A sheer silk and wool fabric.

Etamine.—A canvas weave with a wide mesh, rendering it more or less transparent; sometimes woven with a silk stripe.

Façonné.—Figured goods in which the design is raised upon the surface. Silk or wool.

Fagoting.—A crisscross openwork stitch done in a rope silk.

Faille.—Soft-ribbed dress silk with a prominent cord extending across the fabric. Not so heavy as Ottoman; twice as large as grosgrain.

Feston.—Loop designs, sometimes called scallops.

Flitter.—Spangles made of composition, light in weight.

Floconné.—A silk dress material having small flakes of white or color.

Foulard.—A soft, thin, washable dress silk woven without twill. Twilled foulard, so known, is really a silk serge.

Fourragère.—Ornaments of braid set on each side of a bodice, and connected by one or more long, drooping cords.

Galloon.—Narrow trimming of wool, silk, tinsel, cotton, etc. Also gilt or silver lace on uniforms, liveries, and band caps.

Glacé.—Changeable colors, usually in silk or woolen goods, produced in weaving. Glacé gloves are those finished with a polished or dressed surface.

Granité.—A weave in which the yarns are twisted to a sufficient extent to give a sort of roughened surface.

Grenadine.—An openwork transparent material of silk, wool, or cotton.

Grosgrain.—A stout, close-woven, fine-corded or grained dress silk, dyed in plain colors and having but little luster. It has long been a staple among dress silks, and on account of its superior wearing qualities has been generally held in high estimation.—*Cole's Encyclopedia of Dry Goods.*

Guimpe.—A front and back yoke to be worn with low-cut dress, with or without sleeves.

Habutaye.—A plain-woven silk made in Japan on hand looms. Smooth and even in texture.

Illusion.—A thin and very transparent tulle (see *tulle*).

Incise.—An effect produced by cutting out designs in a dress material and placing silk or some other fabric underneath it, the edges of the upper material being sewed down.

Jaconet.—A fine muslin, heavier than cambric, free from starch or dressing, but glazed by calendering.

Jacquard.—Applied to materials woven on Jacquard looms, which automatically select the threads and make the designs formerly produced on hand looms only.

Jardinière.—In flower-garden designs.

Jupon.—A short petticoat. Applied to the new double and triple skirts. The upper skirt is the jupon.

Khaki.—A Japanese silk, plain woven and less fine in weave than the habutaye.

Lansdowne.—A silk-and-wool material of very light construction.

Liberty.—Thin, satin-finished silk.

Louisine.—A silk fabric of overlapping weave producing an uneven surface, which resembles that of an armure in miniature.

Luxor.—A ribbed satin or silk cloth, soft and rich.

Maline.—A very fine silk net of gauzelike texture.

Matelassé.—Woolen or silk cloth that has a raised pattern on the surface as if quilted or wadded.

Medallion.—An ornament of lace that is applied to a garment.

Medici.—A collar for cloaks and dresses, very high and stiffened, rolling outwards at the top.

Mélange.—Mixtures of color applied in weaving. Also mixtures of cotton warp and wool weft.

Melton.—Stout, smooth, woolen cloth used for men's clothing and ladies' coats. The nap is sheared close to the surface and is finished without pressing or glossing.

Mercerize.—A chemical process of rendering cotton threads lustrous. The thread is shortened and hardened, producing a silky effect.

Merveilleux.—A class of fine-twilled, satin-faced silk.

Messaline.—A light-weight silk having a lustrous surface and soft, sheer weave.

Miroir.—Glossy or brilliant surface produced on pile and silk fabrics by calendering.

Mohair.—A light-weight fabric having a lustrous surface composed of the wool obtained from the Angora goat.

Moiré.—A watered effect produced on silks.

Moiré Velours.—A silk fabric with a twilled face, on which a watered effect has been produced.

Moreen.—Fabric of mohair or wool filling and cotton warp. Made in imitation of moiré silk.

Motif.—The unit of a design that is repeated over and over again in a lace pattern. Frequently the motif is taken out and used separately, in which case it approximates closely to a medallion.

Mousseline de Soie.—An extremely fine, soft muslin made of silk.

Ombré.—A graduated stripe embodying colorings, shading from light to dark or vice versa.

Oxford.—Originally a wool fabric in dark-gray and white mixtures (90 per cent. of the former and 10 per cent. of the latter). Of late, heavy cotton and linen fabrics have been known by this name.

Paillette.—A spangle or scale. Also applied to large round spots or patterns on fabrics.

Paletot.—A loose outer coat, the distinguishing feature of which is the length of the skirt, this extending 10 inches or more below the waistline.

Panne.—A pile fabric of the satin antique variety. Long-haired, but not very lustrous.

Passementerie.—Heavy embroideries or edgings and galloons, especially those made of rich gimps, braids, beads, silks, and tinsel.

Pastel Shades.—Very light tints somewhat opaque.

Pastille.—A round or oval spot; also applied to trimmings that are in lozenge design.

Peau de Cygne.—One of the popular weaves of soft, highly finished silk, closely resembling peau de soie.

Peau de Soie.—Silk woven like grosgrain, but with a rib so fine as to produce a plain-woven face. The best grades are finished alike on both sides. The effect is satiny.

Pelerine.—A small cape. A term now specially applied to a form of ladies' neckwear.

Percale.—A kind of cambric closely and firmly woven, with more dressing than ordinary muslin; printed or plain.

Picot.—Small loop used as an ornamental edging on ribbons or lace.

Plastron.—Part of the garment covering the breast.

Pointillè.—Dotted with small spots or polka dots.

Pompadour.—Small flowered designs printed or brocaded in bright colors.

Pongee.—Thin, soft-silk fabric woven from the natural uncolored raw silk

Pongee Imperial.—Heavy pongee with taffeta surface.

Popeline. A repped wool and silk material, the warp of silk.

Postilion.—Two ends or tabs at the back of a jacket or waist.

Princess.—A long gown made in one continuous piece fitting closely.

Radium.—A term signifying a brilliant finish; applied to silk and braids.

Rayé.—Striped.

Rep.—Style of weaving in which the surface has a cross-wise ribbed appearance as a distinction from "cords," which extend lengthwise in the fabric.

Shantung.—A heavy grade of pongee silk in which the natural color of the material is preserved.

Sheath Gown.—A gown of Parisian origin that created a sensation in 1908. It is a modification of an early style used by Directoire dressmakers. Its distinguishing feature is the snugness with which it fits the figure, this being so extreme that a slit from the hem to the knee is provided to give freedom for walking.

Sicilienne.—A mohair of heavy weight, either plain or with a fancy pattern.

Suède.—Leather finished on the wrong, or flesh, side, or having the thin, glossy outergrain shaved or peeled off, leaving an undressed surface.

Surah.—A light, soft, twilled silk.

Teneriffe.—A lace stitch; a form of drawnwork in which the wheel pattern predominates.

Tulle.—Plain, fine silk nets.

Tussah.—The wild silk produced by silkworms that feed on oak leaves and the fabric made therefrom.

Venetian.—An all-wool material of a broadcloth construction, except that the face is twilled.

Voile, or Veiling.—A fabric similar to the old-fashioned nun's veiling, but made with somewhat heavier yarns.

Zibeline.—The French word for sable; also applied to a dress material that to a greater or less extent imitates fur.

RETAIL MANAGEMENT
(PART 3)

EXAMPLES OF RETAIL ADVERTISING

HARDWARE

1. In beginning to advertise a hardware store, the advertising man need not become bewildered by the great variety of tools and implements. He should concentrate his energies on the specialties that will bring the people to the store. The salesmen are expected to see that customers buy everything that they need before they go, and to treat them so well that they will come again and continuously patronize the store. Of course, as in other lines of retail advertising, the specialties selected should be those that can be profitably advertised. For example, it would not pay to insert a special advertisement to sell a lot of a dozen 50-cent pocket knives.

The following examples of the advertising of hardware specialties show the possibilities.

2. Ice-Cream Freezers.—Suppose that it is the month of June. Nothing could be more seasonable than ice-cream freezers, but perhaps there are different styles and various sizes in stock. Will it be better to advertise a cheap freezer or one more expensive? That depends on the class of people that live in the locality, the margin of profit on the different styles, or the firm's desire to push any particular make. Probably the cheapest freezer is kept in stock and sold at a small profit merely to meet competition; the firm is

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not desirous of pushing it, because it fails to satisfy the customer. Then, again, most persons that can afford to make ice cream are able to pay for the better grade of freezer. Such persons are also more likely to become good customers of the store. So, everything considered, the high-priced freezer is the best one to advertise.

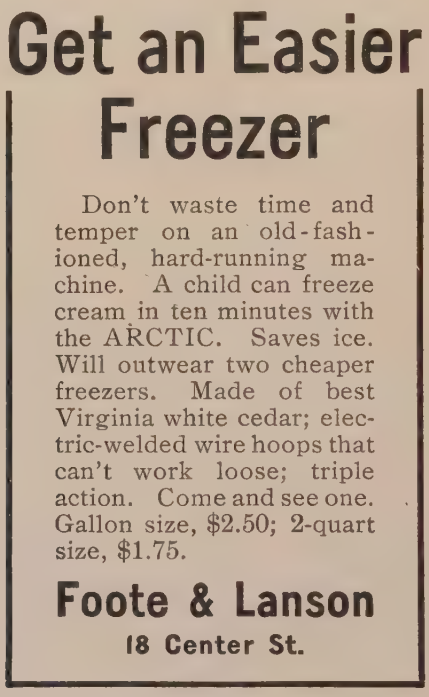

Get an Easier Freezer
Don't waste time and temper on an old-fashioned, hard-running machine. A child can freeze cream in ten minutes with the ARCTIC. Saves ice. Will outwear two cheaper freezers. Made of best Virginia white cedar; electric-welded wire hoops that can't work loose; triple action. Come and see one. Gallon size, $2.50; 2-quart size, $1.75.
Foote & Lanson
18 Center St.

FIG. 1

The border is 2-point rule; headlines in 30-point Philadelphia Gothic; body in 10-point Old-Style Roman, solid; firm name in 18-point Philadelphia Gothic

The things to be considered then are: Why is this freezer the best, and what can be said about freezers that will not only induce people to buy freezers, but to buy this high-priced freezer? An examination of the maker's catalog and of the freezer itself will develop strong points for a good series of freezer advertisements. Figs. 1 and 2 show two

advertisements that would be appropriate. Note that in each case one strong selling point is brought out in the heading.

3. Lawn Mowers.—Every householder that rents or owns a plot of grass needs a lawn mower. To the inexperienced buyer, all mowers look alike. In fact, the low-priced, low-grade mower is frequently painted and finished just as attractively as the well-made article. The poorest grade of mowers is usually offered by department and novelty stores, where bargain prices are too often the only consideration in making sales. What the hardware dealer requires, then,

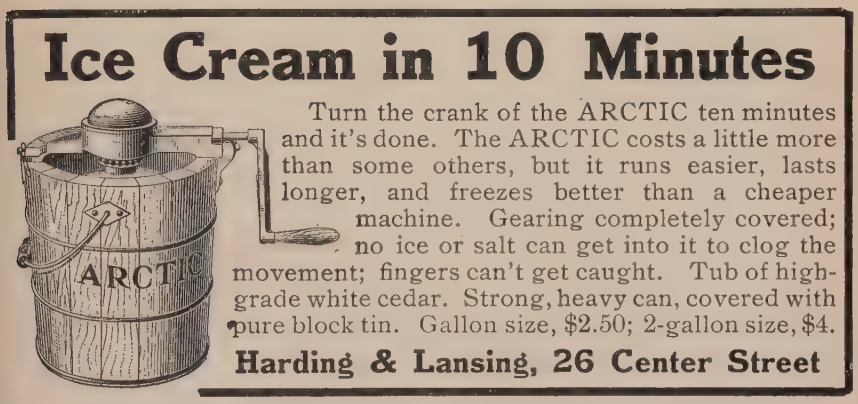

Ice Cream in 10 Minutes
ARCTIC
Turn the crank of the ARCTIC ten minutes and it's done. The ARCTIC costs a little more than some others, but it runs easier, lasts longer, and freezes better than a cheaper machine. Gearing completely covered; no ice or salt can get into it to clog the movement; fingers can't get caught. Tub of high-grade white cedar. Strong, heavy can, covered with pure block tin. Gallon size, $2.50; 2-gallon size, $4.
Harding & Lansing, 26 Center Street

FIG. 2

3-point rule border; headline in 24-point Foster; body in 10-point Old-Style Roman, solid; firm name and address in 12-point Foster

is an advertisement pointing out the superiority of some standard make of mower over the cheap goods of his price-cutting competitors. Lawn-mower manufacturers do not issue many catalogs for distribution to prospective customers, but any well-informed salesman will explain the difference between a cheaply made and a well-made mower. The low-priced mower has, as a rule, only three blades (the revolving cutter knives); the better grades have from four to six blades. The greater number of blades insures cleaner cutting and easier action. Each blade has less work to do, and therefore does it better. The low-priced mower has a narrow wheel base (the distance between the centers of the front wheel and

the rear roller), and is inclined to bob up and down over every weed or ant hill on the lawn. The better-grade mower has a wide wheel base and tends to level all irregularities of the ground. The low-priced mower quickly becomes dull because of the poor material of which the blades are made, and the owner must continually be paying for resharpening them. The better-grade mower has finely tempered blades that stay sharp for a long time, thus saving expense and annoyance. The low-priced mower has few and inaccurate adjustments. In fact, after being used a short time it is almost impossible to take up the wear, and the machine becomes useless. The better-grade machine can quickly be adjusted to cut high or low or to take up wear, and will run well after 5 years' use.

4. Fig. 3 shows an example of a mower advertisement that brings out some good points, both as to the desirability of a mower and as to the superior features of the "Smooth-Kut" mower.

5. Gas Stoves.—The increasing use of electric lights as a substitute for gas has caused gas manufacturers to encourage the introduction of gas stoves. In many cities they make arrangements with hardware dealers or gas companies to sell gas stoves and heaters at very low figures and to set them up free of charge. The gas stove offers some very strong selling points. Gas-stove cooking is quicker, cooler, and more economical than coal-range cooking. A perusal of the maker's catalog or a talk with a salesman or user of a gas stove will furnish the ad-writer with material for several good advertisements. The one shown in Fig. 4 contains an illustration that emphasizes the ease with which cooking may be done with gas.

6. These examples of advertisements of hardware specialties are by no means the strongest that could be written for ice-cream freezers, lawn mowers, and gas ranges, but are shown as suggestive examples.

7. **Special Sales.**—There is no reason why the hardware store may not occasionally have special sales of certain lines of goods. These special sales, in addition to clearing out stock, will be the means of gaining new customers for the store and will give the store a chance to show customers

Shave Your Lawn
An unkempt grass plot looks like a man that needs a shave, but a smooth lawn greatly improves the appearance of any dwelling.
If your lawn needs a shave, a four-blade, Smooth-Kut Mower will trim the grass, level the humps, and fill up the hollows.
It will stay sharp, push easier, cut smoother, and wear longer than any lower-priced make. Price, $5.50. Come and see one. We have cheaper makes if you prefer them; prices, $2.75 and $3.75.
Hard & Ware
10 Center Street

FIG. 3

2-point rule border; heading in 24-point De Vinne; body in 8-point Old-Style Roman, solid; firm name in 12-point De Vinne

how much superior its general stock is to that of the hardware section of a department store. Fig. 5 shows a good example of a special-sale advertisement for a hardware store.

8. The general impression seems to be that a hardware store is more a man's store than a woman's store. This

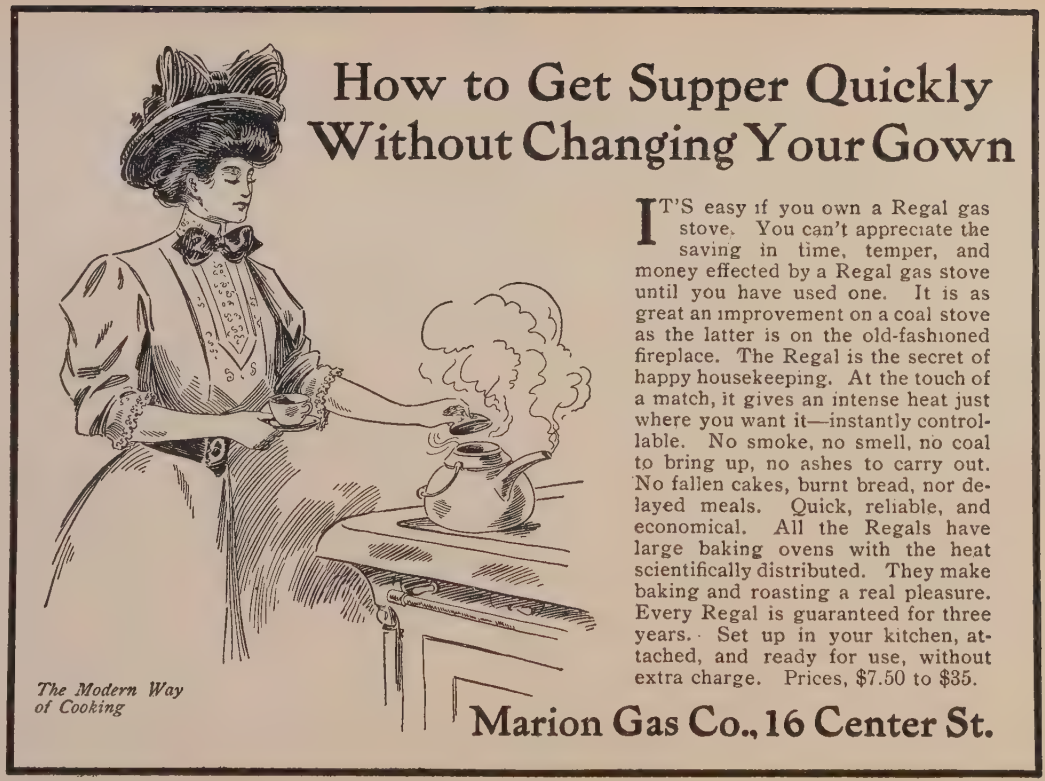

How to Get Supper Quickly Without Changing Your Gown
IT'S easy if you own a Regal gas stove. You can't appreciate the saving in time, temper, and money effected by a Regal gas stove until you have used one. It is as great an improvement on a coal stove as the latter is on the old-fashioned fireplace. The Regal is the secret of happy housekeeping. At the touch of a match, it gives an intense heat just where you want it—instantly controllable. No smoke, no smell, no coal to bring up, no ashes to carry out. No fallen cakes, burnt bread, nor delayed meals. Quick, reliable, and economical. All the Regals have large baking ovens with the heat scientifically distributed. They make baking and roasting a real pleasure. Every Regal is guaranteed for three years. Set up in your kitchen, attached, and ready for use, without extra charge. Prices, $7.50 to $35.
The Modern Way of Cooking
Marion Gas Co., 16 Center St.

FIG. 4

5 inches, three-columns; 3-point rule border; headlines in 24-point Powell; body in 10-point Old Style Roman, solid; firm name in 18-point Powell. (Sizes slightly reduced in this reproduction)

Down Go Prices On

Window & Door Screens

THE chilly raw winds have compelled people to keep the windows closed and to stay indoors, and the frisky mosquito has not had the courage to come out and tell us that this is "the good old Summer time," and that he is ready for business at the old stand.

Result—Screens have not moved so rapidly as we had a right to expect.

Second result—prices are lowered to force the selling.

You'll need screens in due time—make no mistake about that. Summer will come and so will the mosquitoes. Be wise and fortify.

Screen Doors; walnut stained; extra-strong frames $1\frac{1}{8}$ inches thick, with bottom strips 5 inches wide; surely the best-made door sold in Newark; sizes 2.6 × 6.6; 2.8 × 6.8; 2.10 × 6.10; 2.8 × 7; 2.10 × 7; 3 × 7; reg. 98c, your choice of any of these tomorrow at only . . . **89c**

Screen Doors in natural finish; extra fine in every way; strongly built; same sizes as above; regularly $1.49; special at . . **$1.25**

Knock-Down Window Frames, complete with brackets and screws, without wire; regularly 25c, at **21c**

Wire Cloth—remnants; will be cut in any length or width desired; regularly sold at 2c a square foot, at the special price of **1c**

Hard & Ware, 10 Center St.

FIG. 5

Another Housekeepers' Week

Special Sale of

Kitchen Utensils

October 12 to October 19

Our March "housekeepers' week" brought us so many new friends that we are resolved to have another. This time we are going to sell the famous Stransky Quadruple-Coated, Steel, Enameled Kitchen Ware at almost cost during the entire week—if our stock lasts that long. We do this at a loss in profit just because we want to show every woman in Blanktown what a great housekeepers' store this is.

Stransky's is "the ware that wears"—the very highest attainment in the manufacture of Enameled Kitchen Ware. The name **"Stransky"** has stood for years for the best Imported Quadruple-Coated Enameled Ware, and though it has been imitated to an extent, it has not been equaled in beauty or durability. Stransky ware is the despair of imitators.

We begin to-morrow a **great sale** of these celebrated kitchen utensils, every piece of which is **strictly perfect** and guaranteed to last **five years.**

Lipped Saucepans—

Regularly	45c	54c	68c	72c	81c
Special	**36c**	**43c**	**50c**	**57c**	**65c**

Milk or Rice Boilers—

Regularly,	96c	1.08	1.32	1.56	2.04	2.52
Special	**76c**	**86c**	**1.05**	**1.25**	**1.63**	**1.89**

Tea Kettles—

Regularly	1.44	1.68	1.92
Special	**1.14**	**1.34**	**1.53**

Coffee Pots—

Regularly	81c	90c	99c	1.14
Special	**65c**	**72c**	**79c**	**92c**

Tea Pots—

Regularly	81c	90c	99c	1.14
Special	**65c**	**72c**	**79c**	**92c**

Milk Pans—

Regularly	21c	25c	30c	34c	45c
Special	**17c**	**19c**	**25c**	**29c**	**36c**

Pudding Pans—

Regularly	25c	30c	39c
Special	**19c**	**25c**	**31c**

Berlin Saucepans—

Regularly	90c	1.08	1.26	1.50
Special	**72c**	**86c**	**1.00**	**1.20**

Berlin Kettles—

Regularly	1.08	1.26	1.50	1.80	2.10
Special	**86c**	**1.00**	**1.20**	**1.44**	**1.69**

Berlin Sauce Pots—

Regularly	1.26	1.50	1.80	2.10	2.76
Special	**1.00**	**1.20**	**1.44**	**1.69**	**2.20**

Straight Sauce Pots—

Regularly	1.02	1.26	1.50	1.80	2.52
Special	**81c**	**1.00**	**1.20**	**1.44**	**2.05**

Preserving Kettles—

Regularly	54c	63c	81c	95c	1.35	2.28
Special	**43c**	**50c**	**65c**	**76c**	**1.08**	**1.82**

Don't fail to come in this week and replenish your kitchen with the high-grade ware purchasable for this week only at these low prices. Those who come first will get the choicest selections.

Hard & Ware, 10 Center Street

FIG. 6

impression should be removed by aggressive advertising to housekeepers. Much trade can be secured from this quarter that would otherwise go to department stores. In Fig. 6 is shown an example of an advertisement designed to draw housekeepers to the store. Note that in order to avoid overdisplay at the top, the words "Another Housekeepers' Week" have been set in outline type.

JEWELRY

9. Selling Points of Jewelry.—Jewelry is a luxury, not a necessity. People do not have to buy jewelry every week, every month, or every year. If the jeweler wants them to, he must advertise continuously. Probably three-fourths of the jewelry sold is used for gifts, and most of the gifts are made to women. The purchases may be made and the goods paid for by men, but the real demand is created by women. So, as a rule, the jeweler's advertisements designed to sell luxuries, should make quality the chief selling point and may be written directly or indirectly to women. The exceptions to this are found in the advertisements of men's watches, society emblems, and other articles intended strictly for men. In these days of dollar watches, 25-cent "diamond" studs, and 50-cent wedding rings, the jeweler's stock, store, windows, and advertisements should emphasize the fact that he is in no sense a competitor of the cheap-trinket dealer, but that he is supreme in his own high class. If he has a high-grade store, his advertisements should be dignified—contrasting strongly with the sensational announcements of the glass-diamond merchant. They should be free from technicalities, and in plain, convincing language appeal to one's desire for that which is permanently beautiful and valuable.

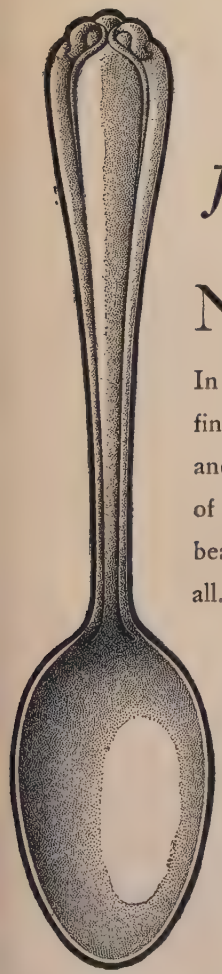
Jewelry is not only an adornment, but an outward and visible sign of prosperity and success. The man that wears cheap jewelry does so in the hope that it may be mistaken for the genuine article. In fact, the chief claim of the cheap jeweler is that his tawdry trash cannot be distinguished from

the genuine. The secondary effect of all such advertising is to emphasize the real superiority of the genuine article. By skilfully wording his advertisements, the high-grade jeweler can take advantage of these involuntary testimonials as to the value of his goods and thus obtain the business of many that might otherwise practice false economy by buying imitation jewelry. Of course, there will always be many persons that will buy cheap jewelry because they lack the means to obtain better. The high-grade jeweler could not get their trade, but he can, by judicious advertising, sell to all that can purchase goods of quality. Good jewelry advertisements should make the high cost an argument in favor of the use of jewelry as gifts; point out the feeling of regard toward the giver created in the mind of the fortunate recipient, and the permanent value of precious metals and gems as expressions of esteem. In advertisements designed to sell the reader jewelry for his personal use, it is well to bring out the idea that a good piece of jewelry is an investment. For instance, it may be stated that a diamond can be sold at any time for nearly as much as was paid for it; that a good watch is a business necessity; etc.

In recent years, there have sprung up in almost all cities, jewelry stores that do a large instalment-plan business. While these stores do not get the highest class of trade, they nevertheless secure the patronage of many that wish to own diamonds, watches, etc. and cannot pay cash.

10. First-class illustrations are desirable in jewelry advertisements if they can be made to represent the high quality of the goods advertised adequately. Artistic line drawings are the best for newspapers.

The jewelry business is naturally greatest in June and in December, when large space may be profitably used. But it will pay to advertise continuously throughout the year. Birthdays, weddings, engagements, and anniversaries occur every day. The man without a good watch needs one at once, not next Christmas. Clocks and watches wear out or need repairing every day.



Spoons for the Bride

NOTHING makes a more acceptable wedding present than spoons. In this season's productions, you can find an unexcelled combination of art and utility, and the present low price of silver places these most useful and beautiful presents within easy reach of all. We offer almost endless varieties of tea, dessert, soup, table, and special spoons, in both triple plate and sterling. Be sure to see them before deciding on a wedding present.

W. L. JASPER

30 Tracy Street

MANUFACTURING JEWELER AND OPTICIAN

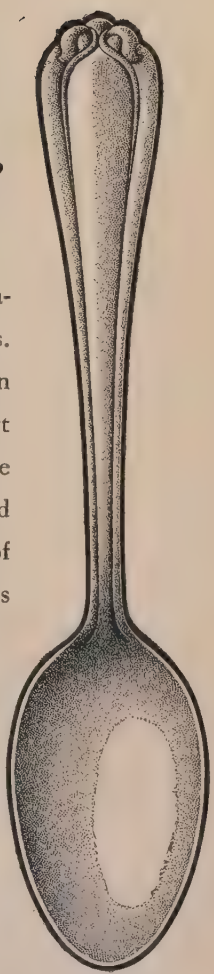
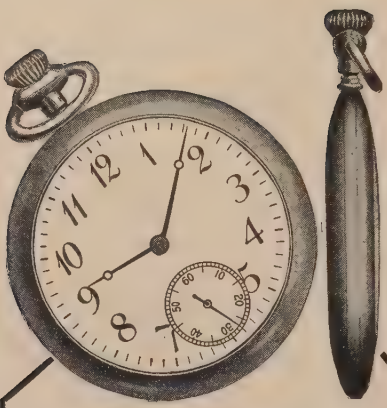


FIG. 7

Display in Caslon and Caslon Italic; body in 10-point Old-Style Roman, double-leaded; Ross-stipple illustrations; designed for 2-column, newspaper space



Own a Reliable Stylish Watch

A reliable timepiece is a necessity to every man that would be punctual—and punctuality is a prerequisite to success. Modern methods of watch making enable us to offer a fine Thin-Model American-Made Watch for $15. These watches are in 14-kt. gold-filled cases, are 7-jewel movements, guaranteed to wear well and to keep accurate time for ten years. They are as handsome as watches costing $75 or $100. The cases are just a little larger than the above illustration. We know all about these watches, and can recommend them. Come in and let us tell you more about them.

W. L. JASPER

30 Tracy Street Scranton, Pa.

FIG. 9

Quentell display; body in 8-point Old-Style Roman, solid

As a rule, each advertisement should specialize on one article or line of goods. The desire for a luxury must be created, and it is easiest to do this by focusing the attention of the reader on one particular thing. Advertising and other methods of salesmanship should impress the public with confidence in the jeweler. Conservative language and reasonable offers will accomplish this result.

FIG. 10

Cheltenham throughout; line illustration and drawn border

11. Examples of Jewelry Advertisements.—In Fig. 7 is shown an example of an advertisement that would be appropriate for use just before the June-wedding season. It would be necessary to make a special cut for this advertisement, but the cut could be used a number of times. This is a point to be kept in mind in connection with the advertising of the small retailer, for if a cut could be used only once, the expense of making the drawing and the cut might be more than the cost of publishing the advertisement.

Even a small retailer can afford to have some special cuts, but most of them should be cuts that can be used a number of times.

Fig. 8 shows a large "wedding-season" advertisement that is full of suggestions. Fig. 9 shows the newsy kind of advertisement that a popular jeweler may use when he gets an attractive line of some special goods.

ARE
YOU ENGAGED?
A diamond is eminently proper for the engagement ring. We bought heavily before the recent advance in prices, and can offer you perfect gems in the Tiffany style of settings at very reasonable prices, $50 to $250 according to weight.
W. L. JASPER
30 Tracy St.

FIG. 11

3 inches, single column; headlines in 12-point Schœffer; body in 6-point Old-Style Roman, 2-point leaded; firm name in 10-point Schœffer; 75-line half-tone illustration

Advertisements of the class of that shown in Fig. 10 require the services of the artist, but by having a number of illustrations made at one time, the cost will not be great and an advertiser with an extensive trade like that of the Jaccard Jewelry Company could afford to have such special cuts made even if they could not be used a great many times. However, there are many retailers who can only occasionally afford an expense of from $2.50 to $10 for a drawing and a cut. Fig. 10 is a fine specimen of a high-grade jewelry advertisement. Figs. 11 and 12 show further suggestive specimens.

Gifts for June Brides

The perplexing question of what to give is most readily answered at Harding's. The experience of over thirty years in the selling of things suitable for gift purposes makes your selection easy, and in many instances more economical than you planned. This season finds the Harding store equipped better than ever to meet your desires. Below is but a very partial list of the many useful and beautiful wedding gifts that you may now see on display in our store.

14, 18, 22k. One-Piece Wedding Rings $3 to $20

$5 Gifts

6 Teaspoons, in case.....$5
6 Coffee Spoons, in case.....$5
Berry Spoons, in case.....$5
Gravy Ladle, in case.....$5
Cold Meat Fork, in case.....$5

Clocks

Every movement guaranteed; styles are new, and found only at this store.

22-karat Gold-plated Clocks, with side pieces to match.....$7.50 to $25

Cut Glass

$5 Bowl, 8-inch size.....$3.00
$2.50 Dish, 6-inch size.....$1.50
$7.50 Pitcher, large size.....$5.00
$10 Pitcher, beautiful design $7.50

Salt Cellars and Spoons, in case $5
Ice-Cream Slicer, in case $5
Gravy Ladle Spoon, in case...$5
Cheese Scoop, in case $5
Sugar Spoon and Butter Knife, in case.....$5
Bon-Bon Dish and Spoon, in case.....$5
Ice Tongs, in case $5
Butter Dish $5
Almond Dish.....$5
Mustard Pot $5
Cut-Glass Pitcher, silver mounted.....$5
6 Fruit Knives, in case.....$5
Each piece or combination in a silk case.

ments..... $18 to $50
Mahogany Hall Clocks, English chime movements....$100 to $250
French Chimes, in Mahogany cases; striking quarter hours $25
8-day French Carriage Clocks, in leather case.....$7.50 to $30

Quadruple Plate

5-piece Tea Sets .....$10 to $50
Bead-edge Bread Trays $1.50
Porcelain-lined Pitchers .$6 to $10
Open Water Pitchers ....$4 to $7
10-inch Round Trays.....$2
Chafing Dishes .....$5 to $15
Baking Dishes.....$4 to $10
Soup Tureens.....$6 to $10

$1 Salt and Peppers..... 50c
$25 Punch Bowl.....$18.00
$25 Water Sets, complete..$18.00
$7 Wine or Whisky Decanters $5.00
$5 Sugar-and-Cream Sets ..$3.00

Reduced Prices on Bric-a-Brac

$5 Vases, imported $3.75
$10 Vases, imported $7.50
$2 Hand-painted Plates.....$1.50
Marble Busts.....$7.50 to $100
Marble Pedestals ....$7.50 to $50
Bronze Busts .....$5 to $50

At the Corner of 7th and D.

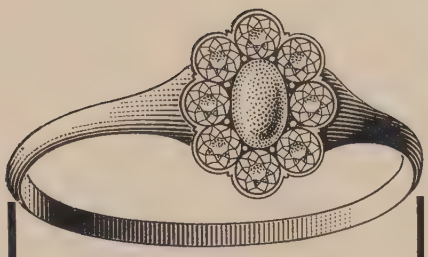
Harding & Company

Telephone Hyde Park 711

205 $15

FIG. 8

Display in MacFarland and MacFarland Italic; introduction in 10-point MacFarland; triple-rule border



For Her Birthday

What could please her better than a ring with a beautiful turquoise, set in diamonds?

We have an exceptionally fine assortment of birthday stones, which we can quickly set in any ring you may select. Very pretty rings as low priced as $10 and $15.

W. L. JASPER

30 Tracy Street

FIG. 12

4 inches, single column; 3-point rule border; headlines in 30-point Schœffer; body in 8-point Old-Style Roman, solid; firm name in 18-point Schœffer

FURNITURE

12. The furniture dealer should be one of the heaviest retail advertisers. Although everybody must buy and use furniture, there are few other lines of retail business that need or will stand so much advertising. It is fortunate for the customer, but perhaps unfortunate for the dealer, that good furniture lasts a very long time. It is handed down from generation to generation or is passed along to poor relatives, all the time serving the purpose that newer or more stylish furniture might serve. People, as a rule, lack the initiative to start out to buy new furniture to replace the old, especially when the old is not useless but merely shabby or out of style. Advertising should furnish this initiative by suggesting the desirability of refurnishing the home with more beautiful and comfortable furniture, and may emphasize the economy of buying high-grade pieces. Such suggestive advertising creates business that would not otherwise exist.

13. In recent years, a number of concerns have advertised extensively to sell furniture direct from factory to consumer, and there is no doubt that they do sell thousands of dollars' worth of goods "right under the nose" of the retailer. But this does not hurt him so much as one might think. These mail-order dealers claim to sell cheaper than the retailer, and in many cases they do. But the first impulse of a prospective customer after receiving his catalog and price list is to go to the retailer's and price the same or similar goods to see if the mail-order dealer's price is really low. If the retailer is a good salesman, he should be able to prevent this business from going out of town and to get it himself, by pointing out that freight and cartage will raise the cost of the mail-order dealer's goods; that one cannot tell from a picture how well furniture is upholstered or finished; and that the customer is safer in buying from a local dealer that stands back of his goods, and that can quickly deliver at the door of the customer the goods that he has seen and selected.

There is no doubt that mail-order advertising furnishes the needed suggestions to many persons that finally purchase of the retailer goods they would not have thought of purchasing at all if they had not read the advertisements. But this idea of buying by mail is becoming very popular, and to protect his interest and hold his trade, the retailer must advertise. The business done by the mail-order dealer should furnish the retailer with an object lesson. The retailer should therefore cover the surrounding country well. Country people need new furniture as well as city people; and if they are informed that they can get as good furniture in a near-by city as they can get from the mail-order houses, they are likely to come to town and to go straight to the retailer that advertises for their trade. Country trade is usually cash trade and good trade. If Farmer Jones buys a new rocking chair, all the neighbors soon learn where he bought it and how much it cost, and such advertising by customers is the very best kind.

14. Furniture advertising should be continuous, but seasonable. Much of it should be directed particularly to women or young married couples just furnishing homes. Except in connection with special sales, it is best to advertise only one kind of furniture at a time. Good illustrations are necessary. First-class line cuts of the articles advertised should be used, or coarse-screen half tones if the paper can print them satisfactorily. Cheap illustrations that do not truthfully represent the advertised article are worse than none at all.

The advertiser of furniture should learn a great deal about the value, durability, and beauty of different kinds of woods and finishes. He should become acquainted with the various methods of manufacturing, so as to be able to explain clearly why certain kinds of construction and workmanship are superior to others. He should become informed on furniture history, so as to be able to explain entertainingly, the revival or modification of certain styles. A woman thinks more of a Chippendale or a Sheraton piece when she knows

what it is. The advertiser should learn what kind of furniture is appropriate for different homes and rooms, so as to be able to assist customers in making proper selections. A little of this kind of information is as interesting in advertisements as in oral salesmanship. When he has informed himself on the artistic furnishing of dining rooms, dens, libraries, and parlors, in his advertisements of furniture for such purposes, he can offer to suggest schemes of room treatment. Another good plan is to make up and advertise lists of complete outfits for a new home ranging in price from $150 to $500. This scheme is especially valuable to instalment dealers. Young couples do not always know exactly what they need, and will call and find out what the list contains.

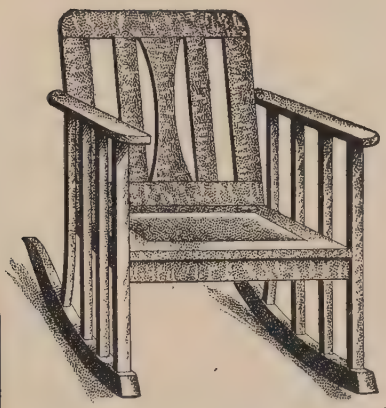
Furniture advertisements should always give concise but complete descriptions of the material and workmanship of the article advertised. Appearance, comfort, durability, rare wood, superior workmanship, price—these are all important selling points.

Undoubtedly the furniture advertiser should, as a rule, address himself more to women than to men. It is true that certain classes of furniture are sold to men exclusively, and it is also true that man and wife often shop together, but it is usually the woman on whom the first impression is made.

The ad-writer may profitably study the full descriptions given in the magazine advertisements of the mail-order dealer. Advertisements of furniture for wedding and Christmas presents should be inserted as early as May and November, respectively. Good furniture is expensive and people need time to make up their minds about getting it.

The attractive booklets issued by furniture manufacturers can be used to advantage. In fact, the retailer may find it profitable to get up a catalog or a booklet of his own.

15. Examples of Furniture Advertisements.—The advertisements shown in Figs. 13, 14, 15, 16, 17, and 18 are of sufficient variety to make plain the principles of good



Longfellow Rocker

The dull finish and severity of outline of this chair make it an ideal piece for the library or den. It is strongly made of solid oak with a Spanish leather seat. The sweep of the rockers, height of the arms, and the tilt of the back combine to make it inviting and comfortable. We have it in golden, weathered, or Flemish oak. $5

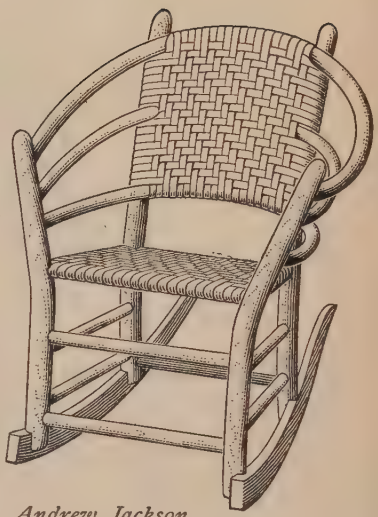
R. M. HOLME & CO.

187 Tilford Street

FIG. 13

5 inches, single column; 6-point rule border; headlines in 24-point Jenson; body in 8-point Old-Style Roman; firm name in 12-point Jenson

Old Hickory Porch Chairs



Andrew Jackson Rocker

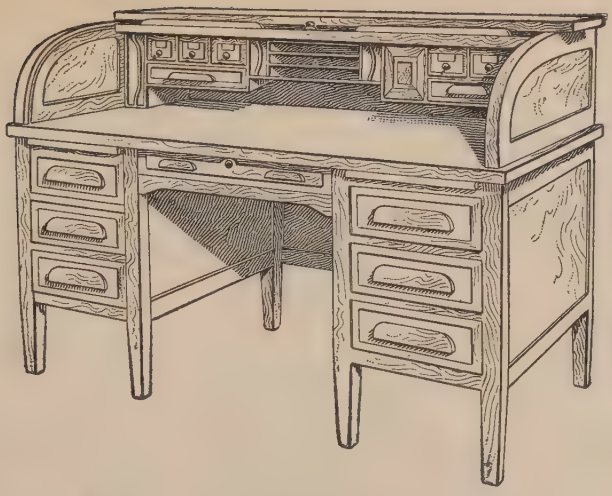
NO furniture in its material, appearance, and design is in such perfect harmony with what a porch should be, as our line of "Old Hickory." Built of this strongest of our native woods, its pieces simple yet thoroughly comfortable, it carries you back, by its subtle suggestion, to the brave, plain, rustic life where men and women live in the closest sympathy with nature.

Why not make your porch a genuine "OLD HICKORY" one this year? This furniture is remarkably cheap. Chair like one shown in illustration, only $3.25. Set consisting of settee and three chairs—all different models—$19. Come in and see our artistic line of "Old Hickory."

D. B. Baker Furniture Co., Cortland

FIG. 14

Jenson display; Bowman border; line illustration



The New Sanitary Desk

The illustration shows one of our modern Sanitary Desks, which is specially commended for its simplicity, strength, and refinement of design. No more distinctive piece of office furniture in existence. The construction is worthy of note. Body of desk 8 inches above floor; no chance for unhealthful dirt accumulation. We call special attention to the legs, which are constructed in four sections, mitered and tongued, leaving a hollow center for electric wiring and showing the full grain of the wood on all sides. Built of heavy oak. Choice of either natural (light) or dark finish; both in dull wax. Price, $50.

Flat-top Desks, Tables, and Chairs are also shown in styles to match this as well as several other designs.

WOOD & BOREN, Market Street

FIG. 15

Old-Style Antique throughout; line illustration

Dining-Room Tables

To Suit all Pocket-books

This Polished-Oak 8-Foot Extension Table

Has 4-foot round Quartered-Oak top; finely molded rim; carved claw feet and heavy fluted pedestal. It is thoroughly well-made of seasoned lumber. Absolutely the best table in the market at the price **$27.50**

This table with a 10-foot Extension **$31**

For a lower price, we have a polished-oak 6-foot Extension Table, with deep rim and round pedestal, nicely turned . . . **$10.50**

Other round Dining Tables from . . . . . **$6** to **$175**

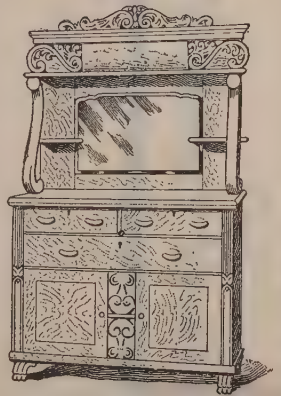
WOOD & BOREN, Market Street

FIG. 17

Schœffer display; 12-point and 8-point Old-Style Roman body type

Beautify Your Dining Room

NOTHING adds so much to a dining room as a handsome sideboard or china closet. It's probably just what you need to make your dining room complete. Here's your opportunity. The following described pieces of furniture are made by a Michigan manufacturer celebrated for the careful construction and superior finish of his product. To see them is to buy.



Stylish Sideboards

Made of nicely figured oak in beautiful golden finish, highly polished; base 22 in. deep, 4 ft. long; double-door compartment at the bottom, large linen drawer in the center and two small drawers at the top, one being lined for silver; reflecting mirror in top is 18 x 30, neat carving on the extreme top; regular price $28; price this week **$22**

China Closets

Just like the picture; made of oak in golden finish; bent glasses in each end, has four spaces for china or glassware; the upper panel has a reflecting mirror and there is a bevel mirror at the top gallery back; a bit of carving at the top; a particularly nice piece; regular price $25, but we will take your order for one any day this week at the special price of **$17**

Oak Dining Chairs

Oak diner, upholstered in genuine leather. Flat, well-stuffed seat, without springs, put in with heavy bronze tacks; will not sag. Constructed with a view to endurance; made of quarter-sawed oak, finished in dull wax—a style now very popular. The model illustrated here is a handsome one; we have an even plainer model of the same quality and finish. Price of the style shown in illustration **$3.50**
Set of 6 of this style, $20.

Side or Serving Tables

Same as this picture; made of extremely pretty quartered oak; highly polished golden color; dimensions, 40 in. long and 20 in. deep; top in fancy shape in front; two drawers, one being plush-lined; display shelf at the bottom; claw feet; wood-carved image on the gallery back; regular price is $13.50; our price this week . . **$10**

Complete dining-room sets from $50 up to $250. We particularly invite engaged and newly married people to come in and see these. Our line of wax-finish oak is unusually good. See displays in our windows all this week. We sell both for cash and on the instalment plan. Free delivery within 25 miles.

Telephone Exchange 10

Wood & Boren

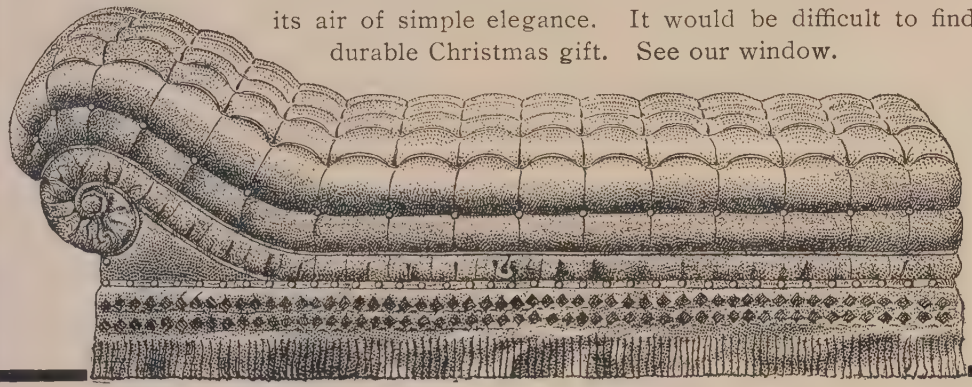
Market Street

FIG. 16

Leather Turkish Couch

There is a suggestion of restful ease about a Turkish couch that makes it a very desirable addition to the furnishings of a library, sitting room, or den. In case of an emergency, it will make a comfortable single bed. Our genuine leather couches are both handsome and comfortable.

The style illustrated comes in deep green, brown, or russet leather, biscuit tufting. Finished in leather all around, making it reversible. A couch of this grade will last a generation and still give service. Remember, it will not fade like a cloth-covered couch, but will retain its air of simple elegance. It would be difficult to find a more appropriate or durable Christmas gift. See our window.



$50

Other styles at other prices.

R. M. Holme & Company

FIG. 18

furniture advertising. The ad-writer must, of course, adapt his style to his audience. What would be appropriate for a high-grade store in Boston or some other large city might not be the most effective style for a country town of 2,000 population. Also, the offers of a cash store will differ from those who make a feature of the instalment plan of payment.

SHOES

16. Next to clothing, in the amount of retail advertising, comes shoes, and they should be advertised for the same reasons that apply to clothing. Many persons own only one pair of shoes at a time. Through advertising, such persons may be induced to purchase extra pairs for dress occasions. Those who have been in the habit of buying $3 shoes may be influenced, by advertising, to buy $5 shoes. Judicious advertising not only enables one dealer to meet the competition of another, but actually increases the cash receipts of both, because it induces people to buy more or better shoes.

The chief selling points of ready-made shoes are style, wear, and price. Fit is of secondary advertising value, as any one with a normal foot can be fitted in the modern shoe store.

The chief selling point of the custom shoemaker's advertisement, however, should be fit. Few persons have shoes made to order except those whose feet are abnormally shaped, or who are troubled with corns, bunions, or other foot troubles. A strictly hand-made custom shoe will, as a rule, wear longer than all but the highest-priced ready-made shoes. This point may be advertised as justifying the additional cost of made-to-order shoes.

Within recent years several shoe manufacturers have, through newspaper and magazine advertising, built up successful businesses, supplying shoes direct to the customer by mail or through their own local stores. To meet this competition, the retailer must advertise continuously and must use good copy. The advertisements and booklets of

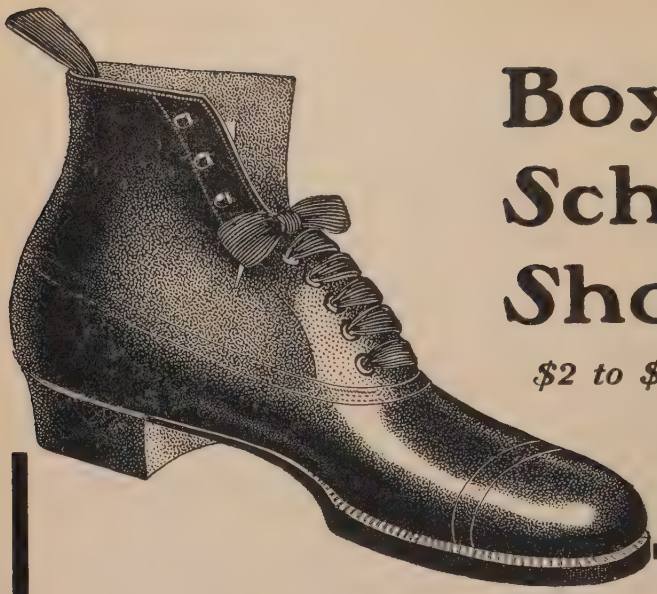
French Walking Boots

NO other modern design so fully meets *all* the requirements of the ideal ladies' shoe. It is an unequaled combination of style and fit, shapeliness and comfort. The high but broad heel, arched instep, and slightly mannish finish make it *the* swell boot for the street. $4 a pair.

MacDonald & Collins
120 Washington Ave.

FIG. 19

4 inches, double column; 6-point parallel-rule border; headlines in 30-point Powell; body in 12-point Old-Style Roman; firm name in 18-point Powell; illustration made from Ross-paper drawing



Boys' School Shoes

$2 to $2.50

These shoes for boys don't rip, because they have no seams at the places where boys' shoes usually rip. They're made on a different plan from other shoes, so that they are practically seamless. When you get hold of a boy's shoe that can't rip, you've taken a long step in shoe economy. These shoes are made of good, stout, wear-resisting leather, and are strongly sewed. They're made for boys that are "so hard on their shoes," yet they're dressy enough for church or Sunday-school wear.

They have genuine oak-tanned soles, will wear as long again as the bargain-counter variety, and will always look neat and feel comfortable. $2 to $2.50, according to size.

Jones & Sheerin

Cor. Main Street and Delaware Ave.

FIG. 20

6 inches, double column; 6-point border; headlines in 30-point Post Old Style; body in 10-point Old-Style Roman; firm name in 24-point Post Old Style

the mail-order dealers are, as a rule, very well written, and offer many suggestions for good retail copy.

As a general rule, an advertisement of a single variety of shoes will pay better than a general advertisement containing a price list of several varieties; but, of course, advertisements of special sales may include a variety of offerings.

New Oxfords
FOR
Women
The
Tailor-Made
Dorothy Dodd
Early lots are ready, priced at $2, $3, $3.50, and $4. New toes; you will be charmed with these dainty new styles. Tan Russia Calf and brown Kidskin, and the prettiest showing of patent and gun-metal Oxfords we've ever had. Illustration shows the "Tailor-Made" patent colt-skin Dorothy Dodd $3.50
Mason & Dixon
22 State Street

FIG. 21

Top display, 14-point Post Old Style; body in 8-point Old-Style Roman, solid; 3-point plain-rule border

17. Examples of Shoe Advertisements.—In Figs. 19, 20, 21, and 22 are shown examples of shoe advertisements that set forth the principles of shoe advertising. In the advertisement shown in Fig. 21, the half-tone is rather too fine for stereotyping, but it would give satisfactory results if

The Perfect Storm Boot

It's worth your while to note the exceptional features of this Regal Storm Boot.

Over 11 inches in height.

Uppers made entirely of the best English Oil-Grain leather.

Built to keep out cold and moisture.

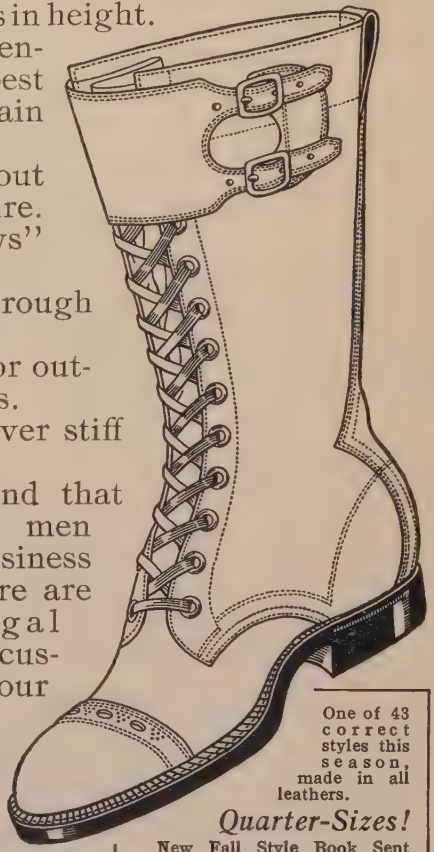
"Full Bellows" tongue.

Triple sole through under the heel.

Worn inside or outside the trousers.

Stout, but never stiff or cumbersome.

Style—the kind that pleases college men and young business men. And there are 42 *other* Regal models, newest custom styles, for your inspection.



$3.50 and $4.00

Custom Specials, $5.00

Mail Orders Promptly Filled

One of 43 correct styles this season, made in all leathers.

Quarter-Sizes!

New Fall Style Book Sent Postpaid on Request.

REGAL SHOES

FOR MEN AND WOMEN

MEN'S STORES
732 Chestnut St., Cor. 8th St.
1218 Market Street
S. E. Cor. 8th and Race Sts.
(This Store open evenings)

PHILADELPHIA

WOMEN'S STORE
1218 Market Street

FIG. 22

printed direct on good news stock. As the cut was mounted on a square block, it was necessary to mortise the top so as to let the word "women" come down to the position shown. Fig. 22, which is a specimen of the Regal Shoe Company's retail copy, is a fine example of shoe advertising.

GROCERIES

18. Selling Points of Groceries.—Women are the buyers of groceries, and the advertisements should be so written as to interest women. A grocer can do nothing more disastrous than to advertise an article of poor quality. The chief function of retail advertising is to attract new customers to the store, and the grocer should advertise only what will please the new purchaser and tend to make her a permanent customer; occasionally it may be advisable to advertise fancy groceries like preserves, cocoa, imported cheese, etc. As such advertisements appeal only to people of means, who want the best in everything regardless of cost, quality should be the chief selling point. But everybody, rich or poor, must have staple, ordinary groceries, and, generally speaking, these goods are the best kind to advertise. The price argument is the one that appeals most strongly to the thrifty housekeeper, who naturally desires to purchase the necessary articles of food at the lowest prices consistent with proper quality.

19. The article should be seasonable, the description appetizing, and the name and price prominently displayed. No one cares to be told what every one already knows, and in all kinds of advertisements of more or less familiar things, only *the points of difference* should be brought out: why the article advertised is more desirable or cheaper than the ordinary kind. This applies especially to staple groceries. On the other hand, advertisements of fancy groceries, fruits, etc. should appeal to the imagination by description of the taste, color, fragrance, or healthfulness of the article advertised.

Grocery advertising offers great opportunity for good descriptive writing. The advertisements may tell about the butter fresh from the farm every day, the fresh eggs, the pure maple syrup, etc. Purity and freshness are qualities

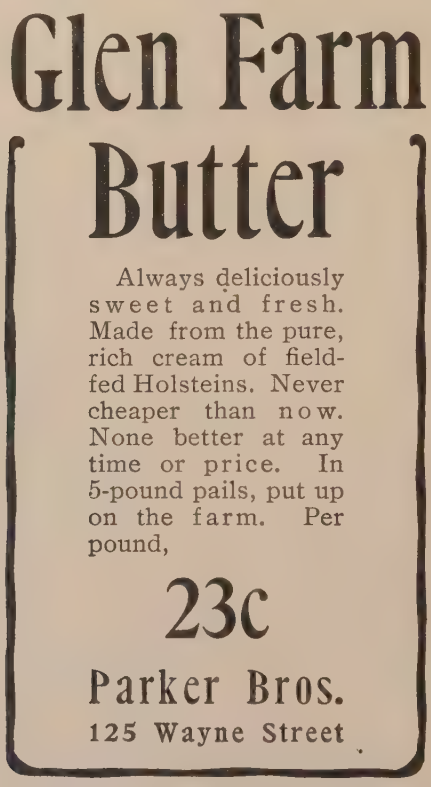

Glen Farm
Butter
Always deliciously sweet and fresh. Made from the pure, rich cream of field-fed Holsteins. Never cheaper than now. None better at any time or price. In 5-pound pails, put up on the farm. Per pound,
23c
Parker Bros.
125 Wayne Street

FIG. 23

4 inches, single column; 6-point Bowman border; headlines in 48-point Howland; body in 10-point Old-Style Roman, solid; firm name in 18-point Howland

that appeal strongly to the palate. The cleanliness of the store is a point that will support the advertising strongly. Sometimes, in grocery advertisements dealing with a number of items, very little descriptive copy is needed—just a word or two about the freshness, the quality, the flavor, etc.

Parkmill Flour

After ten years' experience in the grocery business we can honestly say that this is the best all-around flour we have ever sold, and we do not believe it can be equaled in this city at the price.

Makes Better Bread

and more, too, than any other flour you can get for the money. It is made especially for us from selected spring wheat. We sell an average of 350 barrels a month, which means that Parkmill Flour makes and holds friends. We don't make much on it at the price, but it is our best advertisement. After you try it, you will understand why our customers will take no other brand. Per 49-lb. sack - - - **$1.35**

Parker Bros., 125 Wayne St.

FIG. 24

6 inches, double column; 12-point Caxton border; headlines in 54-point De Vinne; body in 12-point Old-Style Roman, solid; central display in 24-point De Vinne; firm name in 24-point De Vinne

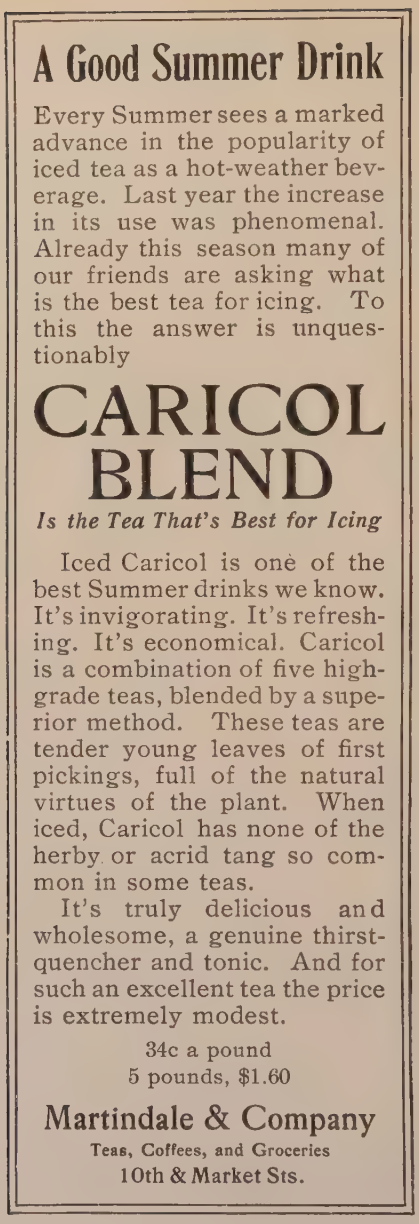

A Good Summer Drink
Every Summer sees a marked advance in the popularity of iced tea as a hot-weather beverage. Last year the increase in its use was phenomenal. Already this season many of our friends are asking what is the best tea for icing. To this the answer is unquestionably
CARICOL BLEND
Is the Tea That's Best for Icing
Iced Caricol is one of the best Summer drinks we know. It's invigorating. It's refreshing. It's economical. Caricol is a combination of five high-grade teas, blended by a superior method. These teas are tender young leaves of first pickings, full of the natural virtues of the plant. When iced, Caricol has none of the herby or acrid tang so common in some teas.
It's truly delicious and wholesome, a genuine thirst-quencher and tonic. And for such an excellent tea the price is extremely modest.
34c a pound
5 pounds, $1.60
Martindale & Company
Teas, Coffees, and Groceries
10th & Market Sts.

FIG. 25

Headline in Condensed Woodward; central and lower display in MacFarland

It is often extremely difficult or impossible to describe flavor. In such cases, the writer should emphasize the high quality.

A careful housekeeper will go far out of her way to save 5 cents on a gallon of molasses or 3 cents on a pound of coffee, or to procure choice pineapples for canning or some

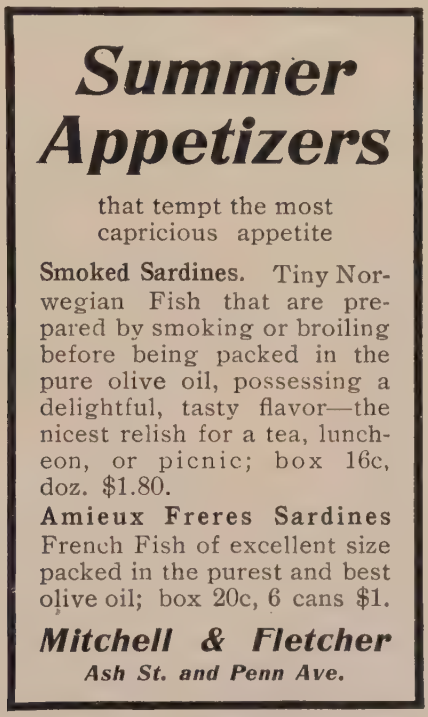

Summer
Appetizers
that tempt the most
capricious appetite
Smoked Sardines. Tiny Norwegian Fish that are prepared by smoking or broiling before being packed in the pure olive oil, possessing a delightful, tasty flavor—the nicest relish for a tea, luncheon, or picnic; box 16c, doz. $1.80.
Amieux Freres Sardines French Fish of excellent size packed in the purest and best olive oil; box 20c, 6 cans $1.
Mitchell & Fletcher
Ash St. and Penn Ave.

FIG. 26

Display in Courts

appetizing cheese for an afternoon lunch. Owing to the prevalent custom of calling for and delivering grocery orders, the housewife is not obliged to buy of the nearest grocer, but may choose from a dozen or more. Advertising enables the grocer to hold his old customers and to attract new ones. It can be made to force the sales of the more profitable lines of fancy groceries and to move quickly a stock of

Imported Delicacies

From France, England, Germany, Russia

If a peculiarly attractive table delicacy is a success at home, foreign food-packers send it to the United States.

You can usually get these imported delicacies at any high-grade grocery store, but it is very rare that you get them at such prices as those given below. It is another of the saving features of the Lownes Pure Food Store.

French Marrons—In brandy or vanilla syrup; 75c. bottles at **60c.**

Maraschino Cherries—Lenox, new pack; 75c. large bottles at **60c.**

French Block Sugar—25c. package containing 2⅛ pounds at **18c.**

Le Soleil Peas—Extra fine; regular 25c. cans at **18c.**

French Peas—Jules Fastier's 45c. glass jars at **35c.**

Stringless Beans—Jules Fastier's 35c. glass jars at **28c.**

Spanish Peppers—Pimentos Marrons; 25c. cans at **18c.**

French Carrots—Le Comte Brand; small carrots for garnishing; 25c. cans at **18c.**

Mushrooms—Extra quality; small buttons; 35c. cans at **30c.**

Hotel Mushrooms—Pieces and stems; 25c. cans at **20c.**

Sardellen—Schmidt's; regular 45c. medium cans at **35c.**

Bratwurst Frankfurters—Gustav Amandus; 4's; 35c. cans at **30c.**

Scotch Herring—Maconochie's; in tomato sauce; 18c. cans at **14c.**

Caviar—Prime Russian; $1 cans at 75c.; 50c. cans at **40c.**

Channel Mackerel—Edgar's English pack; 25c. tall cans at **20c.**

Hamburger Eels—Schmidt's; pickled or smoked; 25c. cans at **22c.**

Boneless Sardines—Boudet pack; ½-size; 25c. cans at **18c.**

Worcestershire Sauce—Lea & Perrins; 25c. bottles at **20c.**

Estragon Vinegar—Alphonse Pinards; 35c. ring bottles at **28c.**

East India Chutney—Major Grey's Bombay; 75c. large bottles at **60c.**

Cepes—Brochette & Co.'s natural pack; 25c. cans at **20c.**

Lownes Brothers : **Lackawanna Ave. Corner of Spruce**

FIG. 27

Display in Powell; side heads in Old-Style Antique

perishable fruits or vegetables. It makes it possible for the grocer to create a lasting trade in some special brand of butter, coffee, or flour of which he may have the exclusive sale. The profit on such an article may be very small, but if it attracts or holds customers, it is a valuable asset.

Illustrations are seldom required in grocery advertisements, but in some cases their use is very effective. This is especially true in the case of a trade-mark cut used in the advertisement of some exclusive-sale article.

20. Examples of Grocery Advertisements.—Figs. 23, 24, 25, 26, and 27 are written and displayed in a style suitable for a grocer. It is a good idea for a grocer to adopt one style of border and type for his advertisements, so that people may readily find his announcement. The grocer should be able to get along very well in most cities with a 4-inch, single-column advertisement each day, using larger space for a special sale or to advertise some brand such as that advertised in Fig. 24.

RESTAURANTS

21. In all but the largest cities, advertising should be a paying investment to the restaurant proprietor. As long as people must eat away from home, and as long as they may choose between different restaurants, there will be competition. The easiest way to meet and overcome competition is first to have a first-class restaurant and then to advertise judiciously.

The ideal that many have of good cooking is "the way mother used to do it." People do not, as a rule, eat at restaurants out of preference, but because they cannot go home to eat. Therefore, the restaurant that is most homelike in its furnishings, its service, and its cooking, is the one that will be the most popular, provided the public is told all about it through advertising. However, there is a class of people who will go to the exclusive, high-priced restaurant simply because of the unusual service, the music, etc., and

the restaurant of this class must make a different kind of appeal. There are three classes of restaurant patrons: first, regular and weekly boarders—persons that live in rooms and take all their meals out; second, business men and women, residing in the suburbs, who eat only their midday meals in town; and, third, transients, who buy but one or two meals, and who have never eaten there before and may never eat there again.

The restaurant proprietor can well afford to cater to those of the first class. They are dependable, come whether it rains or shines, and induce their friends to join them temporarily or permanently. They get acquainted with one another, and eating with acquaintances makes one feel more at home. Eating a meal in a restaurant full of silent strangers is very much like dropping a half dollar into a slot machine and receiving so much "fuel" to be used in "keeping up steam."

The restaurant proprietor should make his price for weekly board as low as possible and advertise to obtain the patronage of regular boarders. The advertisement should draw mental pictures of the homelike atmosphere, the wholesome food, the variety of the bills of fare, the convenience of the location, etc. There is opportunity for first-class description when writing about juicy, broiled steaks, toothsome pastry, rich coffee, etc.

In smaller cities, where the restaurants may be profitably advertised, the midday meal is the principal one, the one most likely to attract business people and transients. Price, quick service, and the fare should be the chief selling points of advertisements designed to attract these classes of customers. The space used may be anywhere from 1 inch to 4 inches, and the insertions daily, every other day, or twice a week, the expenditure for advertising varying according to the time of year, the capacity of the restaurant, and the cost of space.

22. Examples of Restaurant Advertisements. Figs. 28, 29, 30, and 31 show several suggestive restaurant advertisements.

Fig. 28 shows a 1-inch advertisement of about the style that would be used by a restaurant in a rather large city where space is expensive. Note the strong display obtained in the small space.

21 Meals $4.50

Everything wholesome and digestible, our own pastry, variety and frequent change in fare, homelike atmosphere, music, electric fans. Breakfast or supper, 25c.; dinner, 35c.

Latour's Second Floor 10 Park Street

FIG. 28

1 inch, single column; headline in 24-point De Vinne; body in 6-point Old-Style Roman, solid; firm name in 18-point De Vinne

Fig. 29 shows an advertisement of a restaurant somewhat higher priced and a higher grade than the one advertised in

Four=Course Dinner, 50c

Home-made pastry. Pure milk. Excellent tea and coffee. Superior cuisine and service. Special tables for ladies. Clean, cool, and quiet. Extras today: spring duck, apple dumpling.

THE NASH

OPPOSITE POST OFFICE

FIG. 29

2¼ inches, single column; parallel-rule border; headlines in 18-point De Vinne; body in 8-point Old-Style Roman, solid; firm name in 18-point De Vinne

Fig. 28. By using a light, open border and a medium-heavy display type, an air of refinement is given to the advertisement.

The advertisement shown in Fig. 30 is not much more than a publication of a bill of fare, but as the bill of fare is

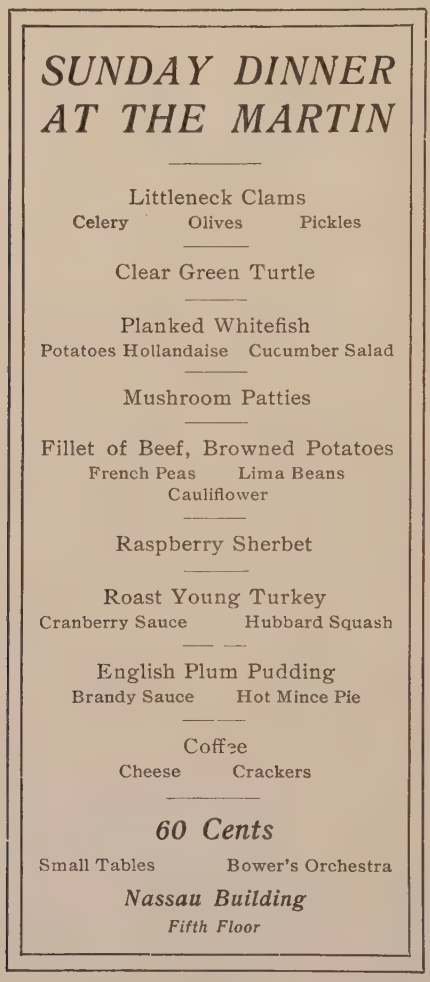


FIG. 30

Display in MacFarland Italic; body in 8-point and 6-point Old-Style Roman

the subject of most interest to readers of restaurant advertisements, this style of copy can be made very effective. It

is particularly appropriate in the advertising of Sunday, Thanksgiving, Christmas, and other special dinners.

Fig. 31 shows an advertisement of a saloon and restaurant advertising under the more elegant name of café. Such places usually give excellent meals for the price asked. The proprietor expects, and not without reason, that the patron will purchase one or two drinks or cigars after his lunch, so

Business Men's
25c Lunch
Soup, rolls, oysters, or small steak and potatoes, home-made pie, and coffee. Quick service. Every day but Sunday, 11 to 3.
Hiller's Café
18 Wyoming Ave.

FIG. 31

2 inches, single column; 6-point border; headlines in 18-point Quentell; firm name in 18-point Quentell; address in 8-point Quentell; body in 8-point Old-Style Roman, 2-point leaded

that, in order to attract customers, he can offer eatables almost at cost.

In some cities, the newspapers run a classified department of restaurant advertisements, in which small advertisements can be profitably inserted.

LAUNDRIES

23. The modern city laundry, with its washing, drying, and ironing machines, requires a considerable volume of business in order to make fair profits. But its facilities are such that it can easily handle two or three times the amount of work required to pay expenses. A laundry running at full capacity is a profitable business, but it is likely to have

strong competition. The best way to hold old customers is to treat them well; the best way to get new customers is to advertise the good treatment that they and their linen will receive. There is a popular notion that a laundry is a good place to send collars, cuffs, and shirts to be laundered, because of the superiority of the machine starching and ironing, but that laundry work wears out clothes quickly and that, compared with home washing, the cost is higher. There are many other objections to the methods and work

Let Us Launder Your Curtains
We are proud of our reputation for fine work on delicate fabrics. Our experience and facilities for laundering lace curtains, bureau scarfs, lace handkerchiefs, and embroidered pieces make it safer for you to entrust them to us than to handle them yourself. Tell us what kind of curtains you have, and let us give prices.
Phone 312. We will call.
Snowflake Laundry
18th and Olive

FIG. 32

Schœffer display; parallel-rule border; body in 8-point Old-Style Roman, solid

of poor laundries. The enterprising proprietor should first do the work right, and then advertise his ability and intention to continue doing it right.

24. The advertiser should exploit the fact that his new method of ironing collars and cuffs absolutely does away with the saw-like edges characteristic of the ordinary machine laundry; that worn wristbands and neckbands will be replaced at nominal charges; that he uses nothing in the way of chemicals that will injure clothes; that he calls for and delivers work promptly; that he can execute rush orders in

emergencies; and so on. Such advertising, however, is directed chiefly toward the "collar, cuff, and shirt" trade. People are likely to send these three classes of linen to some laundry—whichever is the best.

There is a great opportunity for good advertising in educating people to the notion of sending the entire family washing to the laundry. The housewife's chief objections to this plan are the cost and the wear on the clothes. Arguments that will overcome these objections and point out the advantages of laundry washing over home washing will make the advertisement effective. Regarding the matter of

Try Us on a White Vest
and let us show you what faultless work we do. All vests returned in special boxes. Only 25 cents a vest. Phone 312.
Snowflake Laundry
18th and Olive

FIG. 33

Schœffer display; Magazine border; body in 10-point Old-Style Roman, solid

wear, the advertisement should explain that the improved machinery with which the laundry is equipped obviates the necessity of rubbing, or the possibility of tearing the clothes; that machine ironing is better and more even than hand ironing for plain materials, and does not scorch nor tear them; that plenty of filtered water is used in washing the clothes. As to the matter of cost, figures and results may be compared. The usual charge for family washing at the laundry is 5 cents a pound for washing and ironing all plain pieces, 75 cents a dozen for washing and ironing such pieces as cannot be ironed on the machine. The cost of

family washing and ironing done at home will amount to about $1.75, allowing $1 for the washerwoman's day's wages, and the remainder for soap, bluing, and coal, the washerwoman's dinner, and the wear of implements. It should not be a very difficult matter to demonstrate to the housewife that, even at a slightly higher cost, it is better to have the washing done at the laundry and thus be rid of the annoyance and discomfort of home washing.

We Inspect the Ironing of Your Waists
critically, so critically that we always have trouble in obtaining hand ironers whose work will come up to our high standard.
But we do get good ironers, and when we get them we improve them, make shirt-waist experts of them in fact, and then keep up their good work by constant supervision.
If you want to see how beautiful your most elaborate shirt waist *can* be ironed, send it to us this week.
Price per garment, 15 cents and up.
Domestic Laundry
212 Spruce St.
Women's Work Our Specialty

FIG. 34
Display in Schœffer and De Vinne; Bowman border

The tendency of modern housekeeping is to solve the servant-girl problem by the elimination of all such laborious tasks as washing, scrubbing, etc. A great many women prefer to do without a girl if they can avoid hard and disagreeable labor. The laundry man that recognizes this trend and makes it easy and economical for the housewife to do her own housekeeping, will build up a permanent business among a desirable class of customers.

Another special feature that may be brought out in the advertisement is the care and skill with which difficult work is executed at the laundry Lace curtains, shirt waists, white vests, duck suits, and fancy underskirts are seldom done up

Neckbands Put on Your Shirts Free

Does your neckband ever dig your neck? Are the button holes so worn that they will not hold the buttons? Is the band so stretched as to make it difficult to put your collar on?

If so, the neckband needs replacing by a new one. Your wife, if you have one, cannot do this properly—the proper making and placing in position of a neckband is an art.

We have a seamstress in our laundry who will do this for you—do it right—and we will charge you absolutely nothing for her service. Moreover, you don't have to tell us every time you want a new band put on—we watch your garments and keep them in good repair all the time. If you are not a patron of this laundry, become one—such a service as that of our free repair department makes it worthy of your consideration.

Kane Steam Laundry

18 Madison Street

Telephone, 199

FIG. 35

Jenson display; body in 8-point Old-Style Roman, solid; Bowman border

satisfactorily by the washerwoman. Particular housewives usually try to do this work themselves, and will not think of entrusting it to the laundry unless invited to do so in the advertisements. Generally speaking, people have somewhat

narrow views as to the possibilities of the laundry. Varied and continuous advertising will give them broader knowledge of, and greater confidence in, the superior advantages of laundry work.

From 2 to 4 inches two or three times a week should be ample space for a laundry of ordinary capacity. Circulars or booklets sent out with the goods supplement the other advertising strongly. Appropriate illustrations are desirable but not essential. Of necessity, they can only serve as eye catchers or suggest the excellence of the work. Plain convincing arguments, businesslike requests for patronage, and good display are the chief essentials of effective laundry advertisements.

25. Examples of Laundry Advertisements.—Figs. 32, 33, 34, and 35 offer a few suggestions for laundry advertisements.

CROCKERY

26. Women are the buyers of china and glassware, and crockery-store advertisements should suggest to them the necessity of replenishing their supply of tableware or the desirability of beautifying the home with lamps, bric-à-brac, cut glass, etc. In advertisements designed to sell the ordinary and necessary varieties of tableware and kitchen utensils, price should be the chief selling point and quality a strong second. In advertisements of luxurious furnishings, quality should be the chief selling point, strengthened by appeals to the housekeeper's pride of having dainty furnishings and her natural desire to make the home attractive.

Styles in fancy crockery are likely to change, and the necessity of moving goods of waning popularity will often give the dealer opportunity to offer some genuine bargains in high-grade articles, when, of course, price will be prominent as a selling point. The dealer should have one or more bargain tables for disposing of these, and add to the interest of his bargains by selling now and then at cost, some new thing. Like all others, the crockery business has

its busy and its dull seasons; only in few lines of retail trade is it so easy to maintain a steady demand by continuous advertising.

During the holidays, cut glass, bric-à-brac, fancy lamps, fine china, dinner sets, etc. are the things to advertise. In the spring, when every housewife is either cleaning house or moving, common ware and kitchen utensils should be given first place. It is the time of home inventory, as it were. The housekeeper discovers what dishes or utensils are missing or worn out, and advertisements that suggest a replenishment of her stock will be effective.

In both spring and fall, many young couples begin housekeeping, and advertisements for complete sets of china, kitchen outfits, ordinary lamps, etc. are in order. The crockery dealer always comes in for his share of June wedding-present sales if he asks for it. The advertisements at this time should be similar to those used during the holidays, but should dwell especially on articles likely to be prized by the young housekeeper. Suggest such presents as a set of dainty ice-cream plates or salad plates, a cut-glass pitcher with half a dozen tumblers, etc. People go to housekeeping at all times of the year, and dishes and kitchen utensils break or give out every day, so it is the dealer's own fault if he does not keep his clerks busy by continuous advertising.

27. Fine china or glassware cannot easily be represented in a newspaper illustration. When illustrations are to be used, articles having strong but beautiful outlines should be selected. For instance, it is almost impossible to illustrate a fine Haviland china plate in a newspaper, but an odd-shaped teapot or an artistically arranged group of pieces may be represented satisfactorily. Illustrations for this class of advertising must be bold and of fair size.

In Fig. 36 is shown an example of a crockery-store advertisement. The open-stock idea brought out in this advertisement is a strong one where the china is of a grade that many can afford only by buying a little at a time.

Open Stock Dinner Sets

Before buying her china, the young housewife should consider the advantages of open-stock patterns. We have three such patterns in beautifully decorated genuine French china, a full set (116 pieces) of which sells for only

$50

Because it is an open-stock pattern, you can buy $10 worth or $25 worth at a time, as you see fit. If you break any piece, it can be quickly replaced, and you can always keep your set complete. We can't explain in an advertisement how dainty and pretty these sets are. Come in and see them for yourself.

Millicent & Co.
Ninth & Main

FIG. 36

6 inches, single column; 6-point border; headlines in 24-point Blanchard Condensed; body in 10-point Old-Style Roman, 2-point leaded; firm name in 18-point Blanchard Condensed; address in 12-point Blanchard Condensed

BANKS

28. The aim of bank advertising should be to encourage the opening of an account, however small, and frequent, steady additions thereto. It is not the interest paid by the banks that enables poor people to become wealthy, but the habit of saving. There are so many things that a man wants that when he receives any considerable amount of money, the tendency is to gratify his wants. Savings-bank advertisements must teach the advantages of self-denial and of abstinence from the transient pleasures of the hour for the sake of the substantial comforts of the coming years. The tendency of "young America" is to live from "hand to mouth," to spend all or a little more than he earns, to live the life of the man he wants to be rather than the man he is. The savings-bank advertisement that convinces a young man that the road to riches lies in spending a little less than he earns, is doing him and his country a great service, and, incidentally, is building up its own business. There are a multitude of good arguments that can be brought out in bank advertisements as to the advantages of systematic saving.

The young man earning a small salary should save in order that he may have something on hand for times of sickness, loss of work, or any other emergency; especially if he has, or expects to have, others dependent on him. A little money put away each month will be sufficient to pay premiums on an insurance policy that will protect his relatives or his family in the event of his death. Every working man, if he is carrying an insurance policy, should have a savings account so as to insure the prompt payment of the premiums. All such arguments appeal to a young man that desires to pay his own way and to care for those dependent on him.

Another strong line of argument is to appeal to a young man's ambition—to point out that a reputation for thrift will give his employers confidence in him, and incline them to trust him in a responsible position. The young man that

can save for himself can save for his employers. Again, many men have been able to grasp fine business opportunities because of a few hundred dollars of ready money. Neither savings nor interest alone make a man rich, but judicious investments may. He should always be preparing for his opportunity. Then, when it comes, he will be ready.

The moral effect of the saving habit can hardly be overestimated. The man that pays for his goods and always lives within his means is bound to be an honest business man. Fast living and defalcation are twins. So are temperate living and honest wealth. A resolve to put in the bank all, or nearly all, the wages not required to meet running expenses will prevent any man from living extravagantly or from forming expensive habits.

29. Parents should be urged to start savings accounts for their children and advised to encourage their children to save the pennies. It will provide for them, in later years, the education that is to train them for success in life, and the habit of saving formed in childhood will last throughout life and insure a comfortable old age. In advertisements of this kind, figures showing the growth of money through the compounding of interest are especially valuable. An appeal should be made to parents to encourage thrift in their children by setting an example of saving. It is a good plan to watch the birth announcements and then send a personal invitation, by letter, to the parents to open an account for the baby.

A suggestion may be made to the husband that he should give such an allowance to his wife that she may have her own bank account, or that he turn over all his money to her if she is the better saver of the two. Good money-saving plans should be suggested. A prize might be offered for the best one submitted to the bank. The security of bank deposits may be dwelt on; also, the danger to money and life in keeping large sums in the house. The insertion of such advertisements immediately after a burglary or some other crime with robbery as its motive would be timely.

If a bank has a safe-deposit vault with boxes for rent, it will pay to advertise this service specially, for box renters are likely to become depositors.

30. The secrets of a great man's success are always sought for, and the sayings of successful men relating to thrift and saving are effective in savings-bank advertisements.

There can be no question as to the necessity of maintaining a high plane in bank advertisements. Few working men

Begin Saving For a Home

We can help you do it. Your deposits, plus the 3 per cent. interest, compounded semi-annually, will soon enable you to buy a lot. Then you can easily borrow more to build the house and pay this debt with saved rent. Our free booklet "How to Save" explains the plan in detail. Call or send for it today.

People's Savings Bank, 16 John St.

FIG. 37

$2\frac{1}{2}$ inches, double column; headlines in 24-point Post Old Style; body in 8-point Old-Style Roman, leaded; firm name in 12-point Post Old Style. The border is a drawn border

have much business experience, and they are inclined to be overcautious in entrusting the little surplus of their hard-earned wages into the hands of strangers. But right here is one of the chief benefits of continuous advertising. A working man that reads the advertisement of a local bank every day becomes fully acquainted with the institution. He feels that it is more interested in his welfare than some institution of which he knows nothing except that its board of directors is composed of a number of wealthy men that live in a different world from his. To overcome his timidity and encourage

him to make a start, the advertising should have a friendly tone, should make clear to him that his little account will receive as careful attention as the largest account.

While bank advertising should be dignified and no invidious comparisons should be made with other banks,

Another Robbery
One day comes the story of some $600 stolen from a North End home and on its heels another of similar tenor from the West Side. This West Side man lost $400 because he seemed to have more faith in his trunk than in the bank. He lost his money, and he is probably fortunate that he did not lose his life.—Daily News.
How long will you risk money and valuables at home in a tin box, when we will pay you 3% compound interest on your money and rent you a box for your valuables in our modern burglar-proof, fire-proof safe-deposit vault for $5 a year?
Wide-Awake Bank
COURT HOUSE SQUARE

FIG. 38

An attractive setting in a mortised cut; heading in 18-point Foster; body in 8-point and 10 point Old-Style Roman, solid; name of bank in 14-point Foster

everything, such as convenient location, special service, etc., should be used as selling points. If a bank makes it a point to pay women depositors with crisp, new bills, that point is worth mentioning.

31. The advertisements and booklets of banks advertising for mail accounts will be of great assistance to the local

ad-writer. In beginning to advertise a bank, he should acquaint himself with the general policy of the institution, the character of its business, and the class of customers it

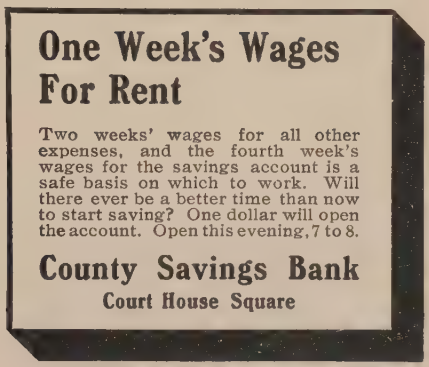

One Week's Wages For Rent
Two weeks' wages for all other expenses, and the fourth week's wages for the savings account is a safe basis on which to work. Will there ever be a better time than now to start saving? One dollar will open the account. Open this evening, 7 to 8.
County Savings Bank
Court House Square

FIG. 39

Effective arrangement of 2-point and 12-point rule

desires to obtain. He should endeavor to write in a style that will appeal to the people of the locality. In some places, the advertisements must be written in a very digni-

Get a Bank
and begin saving pennies and nickels. You can start an account here with one dollar, and we will lend you one of these handsome home savers. It's a wonderful help. Come in this evening. Open 7 to 8.
County Savings Bank
Court House Square

FIG. 40

2-inch single-column advertisement

fied and conservative style; in others, more aggressive methods may be adopted. Purely soliciting advertisements should be varied at times by those of an educational char-

acter, explaining the different kinds of service the bank can render. In cities where there is considerable competition and uniform rates of interest, this matter of service is very important. The bank that best takes care of its customers will get the most business.

Besides assuring the prospective depositor that he will be welcome, bank advertising should impress him with the solidity of the bank that is to be his investor. Humor, frivolity, or sensationalism are distinctly out of place in any kind of financial advertising, but especially so in the

Burglars and Fires
Don't Send Notices
If your valuables are in our vault, you can rest easy whether at home or away. Our vault is built of armor plate; is absolutely fire-proof and burglar-proof. Boxes $5 a year up. Large packages cared for by special arrangement. Low charges.
County Savings Bank
Court House Square

Fig. 41

announcement of a savings bank. Too strenuous appeals for business would suggest to the reader that the bank is greatly in need of money. A bank advertisement that reads like those of gold-mine or oil-well promoters will drive business away.

If a high rate of interest is offered, it should be explained carefully how such a rate can be profitably paid. The rate of interest paid should by no means be the chief selling point of the advertisement; in fact, many savers prefer to deposit in a bank not paying the very highest rate. It is a fairly safe assumption in financial investments of any kind

that the risk increases with the dividends. The fact that wealthy investors prefer small but sure profits to larger and more uncertain returns, is a great object lesson to the small investor.

Bank advertisements should be continuous. People earn wages all the time, and will spend them if they do not save them. More new accounts can be created in the winter than in the summer.

32. Examples of Bank Advertisements.—In Figs. 37, 38, 39, 40, and 41 are shown bank advertisements that bring out many of the points just considered. Illustrations that are appropriate and high grade may be used effectively in advertisements of this kind, but cheap cuts, mere eye catchers, etc., should be avoided.

MISCELLANEOUS EXAMPLES OF RETAIL ADVERTISEMENTS

33. Figs. 42 to 54, inclusive, show further examples of well-prepared retail advertisements. Hundreds of pages could be filled with such examples, but those shown in this Section and in other Sections that deal with retail management and with the writing of copy are sufficient to demonstrate the kind of advertising required to make retailing successful. While the selling points brought out are not the same in a bakery advertisement as in a real-estate advertisement or an announcement of an address at a Young Men's Christian Association, the ad-writer must in each case work on precisely the same principles in his study of the commodity, the plan by which it can be best advertised, and the people to whom it is to be advertised.

A Perfect Shaving Soap

DO YOU SUFFER even the slightest bit in your shaving? Does the beard seem to grasp the razor and hold on until it is yanked out? Does your razor slip over the hairs and not cut clean? Is your face sore and harassed after a shave?

If you have any of these and many more troubles in shaving, we have relief for you. Sanderson's Shaving Soap is the result of years of careful, scientific, and practical experimenting. It is absolutely pure, which means it will harm no skin, however tender. It comes in a porcelain jar, and, while it forms a rich, thick, moist lather under the brush, the Soap itself does not get soft or soggy—which means economy, cleanliness and comfort. Its composition makes it get right at the root of the beard and makes the beard soft and easily cut—with proper length of lathering—and it leaves a clean shave and a smooth, comfortable, freshened skin ....**15 Cents a Jar**

Sanderson's, Main and Pine

FIG. 42

Display in Blanchard Condensed; monotype machine border

A Cool Glass of Buttermilk

Over our counter is much more refreshing and strengthening than any other drink. A little cream gives it a finish. Try it at noon today.

The Lackawanna Dairy Company

325 Adams Ave.

FIG. 43

40,000 Feet of Hemlock $18 a Thousand

Just the thing for under-floors, roofs, sheds, and any temporary fencing that you may have orders for. It is planed one side to $\frac{7}{8}$. Six inches and wider; 12, 14, and 16 feet long. If you have been buying Hemlock lately you know whether or not this is a bargain without our saying more.

Luther Sweet & Company

500 HARRIS AVENUE

Telephone 1809

FIG. 44

Display in John Hancock Condensed

A Christmas Sale of Special

PIANO BARGAINS

We're crowded! Every piano carries our money-back guarantee. You can get one like new at a saving of $100 to $200.

$400 Vose
Mahogany—like new
Our Price **$200**

$450 Chickering
Our Price **$190**

$400 Weber
Like New—Our Price **$175**

$250 Winthrop
Nearly New—Our Price **$150**

$325 Rembrandt
Good Order—Our price **$120**

$360 Vose
Large Size—Our Price **$105**

$325 Raven & Bacon
Good Order—Our Price **$75**

MAIL COUPON TODAY

F. A. NORTH CO.
1308 Chestnut Street
N. A.—11-25-'08

Send me your list of special Piano and Organ bargains and your Special Easy Payment Plans.

Name .....

Address .....

F. A. NORTH CO.
1308 Chestnut St.

FIG. 45

For Sunday Dessert

What could be better than our Strawberry Cream with its cool, delicious richness.

We are ice-cream specialists. When fresh, ripe berries and pure cream from clover-fed Jersey cows are mixed and frozen according to our method the result is something unusual in the ice-cream line.

50 cents a quart, delivered promptly anywhere in the city

Hillta Ice Cream Co.

2507 E. Broad. Phone 7244

FIG. 46

205—25

Do You Get Pure, Clean Milk?

You get nothing else from us. Pasteurization makes it as clean and pure as deep spring water.

Did you ever stop to think about the old cans and half-washed bottles in which milk is often delivered? Not here, though, because every bottle leaving our building is sterilized.

CAYUGA DAIRY CO.
12-16 Franklin St.

FIG. 47

Set entirely in Old-Style Antique. Body type of this style is very effective when there is only a little matter

Spring Cravats Are Here

A tightly drawn two-inch, or even narrower, Bat-wing Tie in bright colors, fitting snugly to the close-fitting fold collar, is popular at present among men following cravat fashions.

See the display of the new 50-cent Bat-wings in our window. Some exclusive patterns at 75c and $1.

Walter Mosher Co.
18 Main Street

FIG. 48

Set entirely in Cheltenham

Virginia Hams and Bacon

prepared in Virginia in the famous old Virginia way, beginning with the raising of the hogs themselves, which are fed on sweet Virginia peanuts out in the woods. The hams are carefully spiced and seasoned according to an old Southern receipt and, after being smoked with hickory wood, are laid away for two years in hickory ashes.

These fine hams are here now in generous supply for the summer season, when they are particularly delicious for serving at luncheon, teas, and picnics..... **32½c a lb.**

Virginia Gordon Bacon, prepared just as carefully as the hams; comes in strips at ..... **26c a lb.**

THE GLEN COMPANY, 110 Main St.

FIG. 49

Foster display; 6-point Magazine border

Try Our Scotch Bread

A crisp Scotch loaf on your table this evening would add much to the meal. Only **5c**

A good nose would be tickled in our fragrant, sanitary bakery, inhaling odors of all our tasty, wholesome goodies.

Enterprise Bakery
18 Adams Ave.

FIG. 50

The House You've Been Looking For

"Not in a row"; the sort of house you knew "back home." Yard—front, back, and side; porch—large and roomy and covered. The size: Six rooms, hall and attic. The price—and that's one of the very greatest features—$3,975.

The houses are new, never been occupied, remarkably well built, finished in hardwood throughout. They are as beautiful and perfect as a piece of furniture fresh from the factory. The heat is hot water.

There never has been anything like these offered in Washington under a much higher figure. All we ask is a chance to show you.

MOORE & HILL (Inc.)
717 14th St., N. W.

FIG. 51

Cheltenham display; body in 10-point Old-Style Roman, solid

Trouble With Baby's Food? Get Holstein Milk

¶ If you are having trouble to find the food that just suits your baby, probably the simplest way out of your difficulty is to try Holstein milk. Many have found it so—and the reason is just here—ease of digestion. Holstein milk does not form a hard, tough curd in the baby's delicate little stomach. Other milks do. Most of them are too heavily loaded with fat, and fat is grease, and grease is not suitable for your baby or any other baby to eat. The milk of a Holstein cow is very different from other milks, but it digests in a baby's stomach in much the same way and with the same ease that mother's milk digests.

¶ Ask the doctor.

¶ Will supply you Holstein milk for your baby, in sterilized bottles, at 10 cents a quart. Daily deliveries. Phone 308 Main.

Clover Hill Dairy
HARTFORD ROAD

FIG. 52

Display in Caslon; body in 8-point Old-Style Roman, solid. Note use of paragraph marks

Rubber-Tired Runabout for $75

This runabout has open-head springs, genuine leather seat trimmings, best quality cushions, is rubber-tired, has dust-proof axles; complete with shafts, $75. You couldn't get a stronger or more stylish vehicle at this price.

This runabout and a number of others are on display in our new building.

The Mosehart Co.
211 Adams St.

FIG. 53

Tons of Candy,

OUR big busy stores are headquarters for all that Santa Cla candy and new fancy nuts in all varieties. Solid carloads other goodies and dainties that go to make the Christmas of these Christmas goods in all our stores, marked at prices that a now while assortments are at their height. Prompt deliveries an

Choice Lemon Peel

Extra fancy Lemon Peel for making the Christmas cake. New fresh goods, fancy quality. Our price, for a pound package 12½c

Fancy Orange Peel

A new stock of this very choice quality Orange Peel; nothing finer at any price. Our price, per pound package 12½c

Fancy Florida Oranges

Fancy large sweet Flo Oranges; just from sunny groves; very and delicious. Price, per doz. 2

Leghorn Citron

The finest citron on the market, all new goods; very fine and delicious for making Christmas Cake. Our price per pound 18c

Gypsy Mixed Candy

Finest quality Gypsy Mixed Candy, strictly pure and delicious. The quality that won't harm the children. Price, per pound 10c

American Mixed Candy

Give the children all can eat of this fine Amer mixed candy. It's pure wholesome; fine flavo Price, per pound . .

Duchess Gum Drops

The very finest quality strictly pure Duchess Gum Drops in assorted flavors. This quality is very delicious. Price, per pound 10c

Assorted Jelly Beans

The little jelly beans in assorted colors that look so good in the little folks stockings because they are always welcome. Price, per pound . . 10c

Victoria Chocolate Dro

Strictly pure choco with a delicious cream ing. This is somet very fine and wholeso Assorted flavors. Per pound 12

Sugared Popcorn

Sugar-coated fresh Popcorn that the children like so well, and it's so nice for trimming the tree. Price per quart, red or white 5c

Royal Gum Drops

An excellent quality choice flavored Gum Drops; all kinds; very fine candy. Good as you usually pay 20 cents for. Price, per pound 10c

Starlight Kisses

The kisses that made candy section famous. assorted flavors, fancy S light Kisses. Strictly f and pure. Per pound . . . . . .

These Prices Good In Any of Our Eight Stores

Clarke Bro

uts, and Fruits

o fill the stockings. Tons upon tons of the choicest and purest ipe, sweet oranges direct from the groves in Florida, and all the enjoyment and pleasure for young and old alike. Great displays hingly low. Our cash system makes these prices possible. Buy Lackawanna or Luzerne county free of charge.

e Choice Figs

ewly packed, choicest r Figs; large, ripe, de- us fruit; fine flavored; ip and moist. e, per lb. 12½c

Fancy Package Dates

Large, choice, ripe Dates; not the common kind, but delicious-flavored fruit. Good for everybody. Price, per package . . 7c

Fancy Mixed Nuts

Choicest assorted new Mixed Nuts, assorted kinds; new fresh goods ordered for Christmas. Price, per pound 12½c

ch Mixed Candy

e old reliable kind the ren look for. Strictly and delicious; made month; a fine mixture low price. Per d 10c

Coconut Bon Bons

These choice Bon Bons come in assorted flavors, with a filling of delicious pure coconut. They melt in the mouth. Price, per pound 10c

Little Buttercups

It wouldn't seem like Christmas unless the children had some of these Little Buttercup Candies. They are so delicious. Price, per pound . . . 10c

nut Brittle

e real old-fashioned ity New England Peanut ttle; very choice and cious. Price, per d 10c

Fancy Brazil Nuts

All new goods, just received for the holiday trade. These are perfect goods and very fine quality. Per pound 12½c

French Walnuts

New crop, all choice goods, large and perfect; solid meats, thin shells that are easily cracked. Per pound 15c

r Toy Candy

hat would Christmas be out some of this pure r Toy Candy; all kinds ys and funny animals ure candies. d-made goods. 12½c

Fancy Almonds

Very choice large Almonds, new crop; fine goods that will please you. Get some of these delicately flavored nuts. Per lb. 15c

Choice Filberts

Fancy new crop Filberts, just received. We have tons of these choice nuts and the price is low. Per lb. 12½c

ers & Co.

Bring the Children to See Santa Claus Come Down the Chimney and Fill Stockings

Reduced from newspaper half-page

DEPARTMENT-STORE MANAGEMENT

(PART 1)

INTRODUCTION

1. Department-store advertising differs from other retail advertising more in *degree* than in *kind*. It is, in its present highly perfected system, retail advertising carried to its highest power. Most of the underlying principles of successful publicity work are the same for the small haberdasher and the huge retail establishment covering many acres. But the adaptation of these principles to their greater scope develops many new problems, of which it is the purpose of this Section to treat.

The difference between the work of advertising a specialty retail store and that of a department-store advertising manager may be illustrated by comparing the work of a single musician—a violinist, for example—and that of an orchestra leader. It is obvious that both the violinist and the leader are governed by the same musical laws. The general principles underlying their work are the same for each. But where the violinist has only to watch and play his individual score, the leader must understand, follow, direct, and bring into harmony a dozen or more such scores. The leader must be thoroughly familiar with the difficulties, advantages, and characteristics of many different instruments; he must know when and how to bring out the best that is in each and how to make one support another when necessary. Above all, he must learn how to bring the whole into perfect coor-

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dination, so that the united work will be a single, finished result. In a corresponding manner, the department-store manager must direct the advertising of his departments, being careful to bring out to the fullest power the advantages of each, to make the weak departments draw strength and support from the strong ones, and yet to harmonize the whole into a smooth, well-rounded, well-balanced composite. An orchestra in which little besides the cornet or the drums can be heard would hardly be entitled to the name; in the same way, a department-store that permits any one of the departments to overshadow the rest would not be considered well managed.

THE DEPARTMENT STORE

ORIGIN AND DEVELOPMENT

2. Definition.—In the modern and proper acceptance of the term, **a department store** is a store in which a number of *different* lines of business are grouped under one roof and under one business title, yet with their direct management and their accounts kept distinct and separate. In late years, it has become almost universal to group these various lines under a single general management and a single ownership.

3. Origin of the Department Store.—The department store is an outgrowth of the policy of combination, or cooperation, with a view to reducing running expenses. For example, a hatter, a clothier, and a shoe dealer might agree to occupy a building in common and to contribute toward the rent, the cost of advertising, lighting, heating, and insurance, and other running expenses, in proportion to the space each occupied. It is obvious that there would be a saving to each in this plan; also, that while it would be necessary to adopt a single business name in which the lease might be taken and the advertising done, yet each "department" could be run independently, paying its own help and taking its own

profits. So far as is known, this idea was first developed in Europe, but it has been carried to its fullest extent in America.

4. Economies Effected by Adding New Lines of Business.—It would soon be found, under the conditions just given, that new economies and advantages would be gained for each new line of business added, provided it was successfully conducted and was one that reinforced those already installed. The hatter, the clothier, and the shoe dealer, for instance, would have their busy seasons at practically the same time; if, then, they could add to their combination some other line that would have its busy season at the time they were dullest, they could decrease their own spaces during such time and allow the newcomer to carry the burden and help them through their "slow" months. Thus, the practice grew of "leasing" departments, either for this purpose or for the utilization of vacant space.

5. Tendency to Concentration of Ownership.—It was inevitable that in such combinations as the one described there would be one man or firm stronger financially or more able commercially than the rest, who would gradually acquire the interests of the others. Leased departments that proved successful were soon bought out or displaced. The logical tendency was to concentrate ownership. As power grew under that ownership, new departments were added, and today, the original form of combination has been almost entirely outgrown and the practice of leasing departments, while still common, is rapidly disappearing.

Nevertheless, some of the old forms survive, because they had good business reason and advantages. Although all the departments may be (and they usually are) owned by the same man or firm, they are still conducted independently of one another in their direct management and their bookkeeping. Instead of independent owners, there are now independent "buyers" for each line of goods; and instead of receiving the profits of their departments, as the owners did when the departments were individually and separately

owned, the buyers receive a salary (often a portion of the profits, in addition), and they are under the control of one general management. But the various departments still contribute to the rent in proportion to the space occupied; they are charged pro rata with the lighting, heating, insurance, advertising, and other running expenses; they are charged independently for their help; and their accounts of purchases, sales, and profits are kept as rigidly distinct as if they were really separate stores.

6. Points of Distinction Between Department Stores and Others.—The essential thing that distinguishes a department store is not necessarily the use of that word in advertising or in common speech, but the grouping of different lines of goods under one roof and under one general firm name and management, but otherwise under separate direction and accounting. The "general" store of the country crossroads, carrying everything from aniseed to anvils and molasses to millinery, is *not* a department store —although often said to be the prototype of it—because there is no real separation of the lines in management or bookkeeping. Nor is a store that, for convenience, divides into departments different branches of the same kind of goods a department store in the true sense. A store that has a silk department, a dress-goods department, and a cotton-and-white-goods department is not a department store; it is merely a dry-goods store, because all its departments are branches of the same kind of merchandise.

7. It is often difficult to say just when a specialty store or single-line store becomes a department store through the addition of merchandise lines. Fortunately, however, the advertising man is seldom called on to make the distinction. As a rule, it is wiser not to refer to a store as a department store in any case. The term has a rather unpleasant sound to many persons, it being often associated with a superficial and incomplete gathering of stocks of small variety and restricted choice, the whole heralded as, for example, a "dress-goods department." The prejudice against such

ill-stocked and ill-managed "departments" is sometimes deserved; in other cases, it is most decidedly undeserved. Nevertheless, it exists, and one of the first things an advertising man must learn is to understand and avoid the dangers of such prejudices. It is for this reason that the advertising men of several large and properly managed department stores never refer to the "dress-goods department," the "clothing department," or any other "department." They use such terms as "dress-goods store," "clothing section," etc.

8. Economic Reasons for Department Stores.—The only reason that a department store can give for its existence is that it provides *better service to the public*. This better service may be brought about by any one of the following factors, or by two or three in combination:

1. Low prices.
2. Larger stocks and greater variety.
3. Increased convenience in shopping, free delivery, etc.

The economic advantages secured by the concentration of various lines of business under one roof and one management—thus saving rent and selling expense—and the advantage of concentrating a volume of business through one outlet—thus permitting large and economical purchasing—enable a department store to undersell its scattered and distinct competitors. If it does not undersell or give its customers other advantages, the department store has no logical right to exist at all, and will not be able to stand long against the natural laws of business.

ORGANIZATION AND POLICY

9. General Organization of a Department Store. The typical department-store organization can be most easily understood if it is considered broadly as a group of entirely separate stores under one roof, each having its own manager, its own force, its own customs and traditions, to a large extent its own methods, and to some extent its own

customers—subject only to a general managerial supervision on broad points of policy and merchandising.

10. The **buyer** is the head of a department, and is responsible for its success. In all matters of routine action and direct, executive control, he is, in stores that are best managed, as much the master of his department as if he owned it outright. He is the sole arbiter of what goods shall be carried and the prices at which they shall be sold; he is held by his superiors only to a certain limit of investment and to the showing of a certain percentage of profit on the amount of money he uses, these checks usually being exercised by the *general manager* or the *merchandise man*. The buyer usually decides on the engaging of his help and almost invariably on their dismissal. In the larger stores, his staff usually consists of the **assistant buyer,** who acts simply as his lieutenant and is in command during his absence, and the **head of stock,** who is usually the head salesman or saleswoman, and is responsible for the keeping and the appearance of the merchandise displayed and, customarily, for the training of salespeople.

11. The **superintendent** has general charge of the help of the entire store; he formulates the rules that govern them and sees that such rules are lived up to, through his representatives, the *floor walkers*. In most stores, the superintendent does the actual engaging and dismissing of the help, and fixes the salaries paid. He is usually in charge of the building itself, taking care, through his assistants—the *engineer*, the *carpenter*, and the *head porter*—of all cleaning, alterations, and repairs that do not involve actual changes of space devoted to departments or the moving of fixtures. The superintendent has usually nothing whatever to do with the actual merchandising, and therefore nothing to do with the advertising, unless, of course, he combines the duties of manager or merchandise man with his own.

12. The **merchandise man** is a comparatively recent addition to the ordinary department-store organization; but is now employed in nearly all stores of this kind except the

very smallest. Large stores sometimes have two or three merchandise men. The merchandise man specializes on a branch of duty formerly performed by the general manager, the advertising manager, or sometimes the superintendent. He is the check on the buyers, it being his duty to pass upon the advisability of all purchases before they are actually made. It is his constant aim to keep the stock *down* and the sales and profits *up*. Next to the general manager, the merchandise man is usually the highest-salaried member of the entire organization. If the store is in a large city, he usually has a staff of **shoppers**—that is, women of trained taste and good appearance—whom he uses to test the offers and values of competitors by sending them to see or buy goods, as ordinary customers. In stores that have no merchandise man, the shoppers are usually a part of the staff of the advertising manager, who must in such cases perform many of the duties of the merchandise man.

13. The **floor walkers,** or, as they generally prefer to be called, *aisle managers* or *floor managers*, are very important members of a department-store organization, but they seldom receive the appreciation that they deserve. They are the direct representatives of the firm on the selling floors. By tradition and by the usual routine, they act for the house, enforcing regard for the regulations on everybody connected with the selling organization, the buyer included. There is consequently more or less coolness existing between the floor walkers and the sales force, but this is usually considered as salutary and tending toward a rigid discipline on the floor; indeed, it is often actually encouraged by the management.

A floor walker in a busy store is a very busy man, with multifarious duties. It is his duty to assist and direct customers, greeting such as he knows personally; to watch and direct the sales force, to know about their going and coming, to grant excuses for short absences from the floor, to arrange lunch times; to sign various forms of receipts and authorizations for the return of goods and the refunding of money;

to be all over his section at once, and yet always be quiet, dignified, calm, and dispassionate. In many stores, it is the duty of the floor walker to check up the advertising; that is, to see that the goods advertised are on sale, to see that salespeople are properly instructed about change of prices and special offers, and to report to the management if the goods do not properly come up to their advertised claims.

14. The **head bookkeeper** has charge of all the accounting of the firm. His staff usually consists of a **cashier** and a **paymaster,** with the usual *ledger keepers* and *accountants.*

The duties of the **credit man,** the **head of the delivery,** the **engineer,** the **carpenter,** and the **head porter** require no explanation. In large stores, each of these men has a staff of from ten to fifty persons, the delivery head sometimes having as many as three hundred.

Each of these various officers runs his own particular department, or branch of duty, without any interference outside of that provided by the nature of the organization itself. The whole force is, of course, under the control and direction of the **general manager,** who is, in many stores, the proprietor himself.

There remains to be mentioned only one important office, namely, that of the *advertising manager*, which will be considered in detail.

ORGANIZATION, DUTIES, AND POWERS OF THE ADVERTISING OFFICE

STAFF OF THE ADVERTISING OFFICE

15. The staff of the advertising office in a properly organized store of large size is made up as follows:

The *advertising manager*, who has general charge.

The *assistant advertising manager*, who is the advertising manager's lieutenant and executive officer.

One or more *copy writers*, or "reporters," for the work of preparing detail and advertising copy.

One or more *artists*, for the making of advertising illustrations and fashion drawings.

The *window trimmer*, with his assistants.

The *card writer*, with his assistants.

A staff of *shoppers*, for keeping in touch with the offers of competitors. These are often controlled by the merchandise man.

Such stenographers, office boys, messengers, etc. as the work requires.

The size of the staff of an advertising office depends, of course, on the importance of the store. In many stores, even in cities of good size, the entire work, including the correspondence, is done by one man and an office boy or a stenographer. In small stores, the advertising man often does the window trimming and card writing, and by attending to all three branches of work, commands a salary that the store could not afford to pay for the advertising work only. In larger stores, however, the staff is about the same as that given in the preceding list, such stores as that of Marshall Field & Company, of Chicago, or the Siegel-Cooper Company, of New York, carrying as many as fifty names on the pay roll of the advertising department.

DUTIES AND POWERS OF THE ADVERTISING MANAGER

16. Theoretical Duties.—The **advertising manager** of a department store is, strictly speaking, responsible only for the publicity of his store. Everything that comes under the head of advertising is usually turned over to him. This covers not only the newspaper, magazine, and bill-board work, but usually all the printing, the task of giving interviews to solicitors and newspaper reporters, and, in many stores, the duty of attending to requests for donations and charitable assistance.

17. Actual Duties.—In actual practice, however, the duties of the advertising manager are often extended far beyond the limits just mentioned. In a broad sense, he is responsible for the increasing of sales. This responsibility is of course primarily that of the general manager or the merchandise man, but the advertising department is the chief weapon in the battle, and it is this department that will customarily be blamed if its efforts fail. The up-to-date advertising manager does not wait for instructions from his superiors. He assumes at once a great share of the duty of seeing that the store is advancing and improving. His field of action is not his own office, but the entire store.

OUTLINING A POLICY

18. In order to bring out clearly the various problems that an advertising manager of a large department store will be called on to solve, these points will be taken up in their logical order.

Assuming that a working force has been organized, it will first be necessary for the advertising manager about to take charge to consider carefully the advertising policy to be adopted. This depends on the class of readers to which the advertisements are to be especially addressed, which, in turn,

B. Altman & Co.

34TH STREET, 35TH STREET AND FIFTH AVENUE

ON THURSDAY, JAN. 2d,

A VERY IMPORTANT SALE WILL BE HELD OF

WOMEN'S COATS AND PALETOTS

GREATLY BELOW THE USUAL PRICES,

ALSO ON THURSDAY, JAN. 2d,

SALE OF HOUSEHOLD LINENS, MUSLIN SHEETS AND PILLOW CASES, BLANKETS COMFORTABLES AND BEDSPREADS

A SALE OF WHITE MUSLIN EMBROIDERIES

WILL COMMENCE TO-MORROW (MONDAY) DEC. 30th, COMPRISING

EDGES, GALOONS AND INSERTINGS

IMPORTED TO SELL AT FROM 20c. TO $1.25

AT 12c., 19c., 25c., 32c. TO 60c. PER YARD

OPENING OF NEW STYLES IN SHEER DRESS MATERIALS AND MUSLIN EMBROIDERIES

FOR SPRING AND SUMMER 1908

TO-MORROW (MONDAY), DEC. 30th

34th Street, 35th Street and 5th Avenue, New York.

FIG. 1

An example of Class A advertising. Note the formal style of the typography, and the absence of introductory descriptions and displayed prices

Stern Brothers

Will show Monday in their

Silk Departments

Advance Spring Styles

of Printed Twill and Satin Foulards, Cameo Pekin, Checks and Jacquard Taffetas, Fancy Messalines, Etc.

And in addition

A Special Sale of

Black & Colored Dress Silks

2500 Yds Imported Black Dress Taffetas, Superior quality, 43 in. wide; Value $2.00 Yd, at **$1.35**

3750 Yds. Imported Black Taffetas, Regular Finish, 21 in. wide, Value 85c Yd, at **65c**

1750 Yds. Plain Foulard Silks, 24 in. wide, in evening colors, including white & ivory,
2450 Yds. Plain Taffeta Silks, 19 in. wide, in a complete assortment of colors, } at **58c**

First Importation of

Cotton Dress Fabrics

In New Weaves, Styles and Colorings

For Spring, 1908

Embroidered and Tamboured Flouncings of Voile and other materials, Princess Bordered Mulls in all the new two-toned combinations, Pekin Satin Stripes, Silk Mulls and Crystalines, Bordered Zephyrs, Silk Stripe and Embroidered Voiles, Dry Finish French Linens in all colors, Fancy Stripe Crash and Panama Linens, Scotch and English Novelties and Staple Ginghams.

White Goods

Embroidered and Woven Figured Swisses, Batistes, Linens, Fancy Piques, Madras and Fancy Muslins,

FIG. 2

Though this advertisement gives a little description of the goods and uses the outline display type for prices, it is still of the quiet, dignified type and is in Class A

James McCreery & Co.

SILK DEPARTMENTS. In Both Stores.

"McCreery Silk."

Exhibition and Sale of new Spring weaves and novelty Silks suitable for Southern wear. Such as Mousseline-Bordure, Liberty Satin, Satin Messaline, Taffetas Cadrille and Ecossaise. Many exclusive novelties for wedding gowns and debutante dresses.

On Monday, December the 30th.

Sale of Five Thousand Yards White Habutai Silk. 27 inches wide. 65c per yard

value 1.00

23rd Street **34th Street**

FIG. 3

The type, the arrangement, the "announcement" style of the copy, and the absence of price display, show that the purpose of the store is to appeal to persons that are supposed to consider quality mainly and to care little for price. This is also a Class A advertisement

HOUGHTON & DUTTON Co

IT PAYS TO PAY CASH

NEW ENGLAND'S GREAT CASH HOUSE.

In Addition to the Regular Inducements to be Found in Our Magnificent Assortment and Complete Lines of New Fall Merchandise, We Offer for Tomorrow Carefully Selected Bargains From All Departments, at Most Extraordinary Prices. Please Note Carefully That Most of These

Cut Prices on Special Lots Are for Monday Only

Mail Orders — Mail Orders received after Tuesday noon will be filled at these cut prices.

Dress Goods : Silks : Dry Goods

DRESS GOODS

SILKS AND VELVETS

DRY GOODS BARGAINS

Three Furniture Specials

An Arm Chair Bargain

Oak Dressers

Oak Chiffoniers

Two Great Events on Sixth Floor

A Rummage Sale for Men!

Sale of New Clothing for Men

Floor Coverings

$10,000 Worth of Seasonable Furs

From the Dodge-Speer Stock

Sale of Ostrich Plumes

FOR MONDAY ONLY

Ostrich Feather Bargains

Upholstery Department

Lace Department

Embroideries

Hosiery and Underwear

China and Glassware

Drug Store Bargains

Cloak, Suit and Waist Bargains

Men's Fine Tailoring

Special Offer This Week

Suits and Overcoats to Measure - - - 14.98

Football Goods

Groceries

Smelting Tackle

FIG. 4

This is a typical example of Class B, or bargain, advertising. Note that very little space is given to anything but description of goods and prices; also that practically every item contains a comparison of value and price, or a statement as to a price reduction

Remnants of Black and Colored Dress Goods at Half Price

A clearance of all short lengths of odds' black or colored dress goods; lengths from 3 to 8 yards, marked for Friday and Saturday at exactly half price. Last includes all wool serges, panamas, voiles, mohairs, henriettas, sicilians, poplins, cheviots, sicilians, silkaline and fancy mixings.

WE SELL MORE REAL LACES THAN ANY OTHER STORE IN AMERICA.

EHRICH BROS.

MAIL ORDERS PROMPTLY FILLED

6TH AVE., 22ND TO 23RD ST. N.Y.

Saturday Announcement

Extra Special, 1000 Hassocks

early week, marked at these sensational prices for Saturday only: from 9 A.M. to 1 P.M.

Brussels Carpets, . . 19c
Velvet Carpets, . . . 29c
Axminster Carpets, . 49c

This Mammoth Assemblage of Incomparable Bargains Will Be On Sale All Day Friday and Saturday Until the Store Closes at One o'Clock

Clothing Reductions

absolutely the Most Sensational Values of the Year

Men's $10 Two-Piece Outing Suits $3.75

Friday 9 A.M. to 11 A.M. and 3 to 6 P.M.

Men's Two-Piece Outing Suits; in sizes for men measuring from 31 to 42 chest, made of all-wool neat checkers and cut after the season's best styles. No more than two suits to a customer, and no sale only during hours mentioned. No mail or C. O. D. orders filled.

Men's $20 Summer Suits $3.00 Pair of Trousers Free $10

Friday from 10 A. M. to 4 P. M.

Men's Summer Suits of worsted, cheviots, cassimeres, tweeds, in fact, all of the season's best fabrics. Sizes to fit all men from 34 to 50 chest. The $20 Trousers are given FREE with each suit every one!

Men's $7 and $8 Worsted Trousers $2.98

Friday from 2 to 6 P. M.

Men's Pure Worsted Trousers, assorted fabrics, also in the best known herringbone and fancy cheviot effects; for all our $7.50 and $8.00 trousers made from regular stock. Trousers suitable for all occasions.

Men's $15 Summer Suits $7.50

Saturday from 9 A.M. to 1 P.M.

Men's Summer Suits of unfinished worsted, gray cheviots, blue serges, fancy worsteds, cheviots and cassimeres—two and three pieces. Sizes from 34 to 46.

Men's $2 and $3 Trousers, $1.00

Saturday from 8 A. M. to 6 P. M.

200 pairs of Men's Trousers, in cassimeres, worsteds, tweeds, cheviots, cottonades—two and three pieces. Sizes from 32 to 42 waist, 29 to 34 inseam. Not more than one pair to a customer. No mail or C. O. D. orders filled. Some items limited to one pair.

Special for Boys

Boys' $5.50 Long Trouser Suits, 12 to 18 years, $3.98
Boys' $3.50 Long Trouser Suits, 12 to 18 years, $2.50
Boys' Short Trouser Suits, 3 to 8 years, $1.98
Boys' Short Trouser Suits, 3 to 8 years, $1.50
Boys' Short Trouser Suits, 3 to 8 years, $1.00
Boys' Short Trouser Suits, 3 to 8 years, $2.50

Women's $3.50 Walking Skirts at $1.59

Friday from 9 A. M. to 1 P. M.

A four hour sale of Women's Walking Skirts, made of fancy mixtures and Panama weaves—skirts for outing and home wear, plaited and trimmed with buttons. Also cheviot skirts trimmed with strapping and plaits. Waist band sizes from 23 to 28; lengths from 38 to 43. None before or after the hours mentioned, and none sent C.O.D. or by mail.

5c and 10c for Bamboo Porch Screens.

Porch Screens of natural bark, with leafy foliage; not good for service. If perfect you could not duplicate them for less than $2.50.

ZONE C. D. S. ON EXCHANGE.

Housefurnishings.

Mrs. Potts's Sad Irons 74c

Urgent Waist Advice

Buy these waists now while the prices are the lowest they have been or will be. When this great sale is gone you cannot buy these garments for one and three times our present figures.

Women's $1.75 Lawn Waists, 98c

Women's Lawn Waists, made with all-around tucked front, back and sleeves, and back yoke, and many of them are tucked yokes. Many other styles, in fact, too many to mention. Short lawn waists in this lot with yoke fronts.

$4.00, $5.00 and $7.00 Lingerie Waists, $2.98 and $3.98

Lingerie Waists, taken from stock and marked from $4.00, $5.00 and $7.00 down to $2.98 and $3.98. These waists are made with the finest quality of lawn and embroideries, in batiste and lawn. Some are slightly soiled from handling.

Carpets and Rugs

Specials for Friday and Saturday

Each price a reduction from former figures. Savings in all kinds of floor coverings that will amount to considerable.

$1.25 Ten Wire Brussels Carpet, Per Yard 69c

Ten Wire Brussels Carpet, elegantly designed, but nothing to last in wearing qualities. On sale for Friday and Saturday only at 69c a yard.

21c BIA INGRAIN CARPET. A YARD FOR 10c COLUMBIA ingrain carpet, in all new and pretty patterns, reduced specially for Friday and Saturday.

79c VET CARPET, in half, also all new patterns, reduced specially for Friday and Saturday.

Splendid Rug Offers

Wool Rugs, at $1.25 and $1.75

Wool Rugs, in new Oriental and floral designs, in all sizes, 27x54 inches, for Friday and Saturday at these three prices.

$16.98 Brussels Rugs, $8.45

Brussels Rugs, size 9x12, in different patterns, for Friday and Saturday at these two prices.

Smyrna Rugs, size 7.6x10.6, worth $10.98, at $5.85
Japanese Matting, 40-yard rolls; worth $16.98, at $7.98

Cook's Cork Linoleum: The Genuine

24c Per Square Yard.

Regular price 80c and 85c a square yard. Beautiful new designs and colorings, suitable for Dining-rooms, Kitchens, Halls; also good for Offices and similar purposes.

24c Per Square Yard.

Extra! Extra!! Extra!!!

Friday and Saturday Specials

Women's $1.00 Leather Belts, 50c

Sample Line of Women's Handbags 50c

Umbrellas

Men's and Women's $1.98 $3.50 Umbrellas

Gloves

Knit Underwear

Notions

Oilcloth

Curtains

Hosiery

Women's Low Shoes

Women's $3.00 and $2.50 Oxford and Gibson Ties 97c

Women's $3.00, $3.50 and $4.00 Ties and Slippers $1.97

Linens and Domestics

Sheet Music 10c

Friday and Saturday Sale of Latest Song Hits

Per Copy

Instrumental Music

Again! China at 25c on the Dollar

All day Friday and Saturday until the store closes, an unlimited number of those incomparable bargains that gave us record-breaking sales Monday in spite of the rain—$25,000 worth from the celebrated potteries of Ohio, including every conceivable dish for table and kitchen use. Positively the greatest bargains you ever heard of.

Ex West or Ex St. Nicholas.

Boarding Houses, Hotels and Homekeepers! Buy for Future as Well as Present Use. We Will Store Purchases Free Until Wanted.

Fruit Plates	Oatmeal Dishes	Plates	6-inch Plates	Butter Chips	Cups and Saucers	Milk Pitchers	Sugar Bowls	Tea Pots
6 and 7 inch Plate and Fancy Form.	Cereal Dishes, Bakers and 8-inch Plates.	6¼ inches in size, special at	6-inch Plates, Cups and Saucers, Bone Dishes and Fancy Pickle Dishes.	Individual Butter Chips, dozens.	Tea Cups and Saucers, Fruit Plates, Bone Dishes and Bakers.	Milk Pitchers, Fruit Plates, Pickle Dishes, Platters and Cake Plates.	Sugar Bowls, Gravy Boats, Platters, Cracker Jars and Jugs.	Teapots, Jugs, Casseroles and Fluted Covered Cups for dainties and ice cream.
1c	2c	1c	3c	3c	4c	5c	12c	15c

Tea Sets	Dinner Sets	$12.98 Dinner Sets	$7.00 Tea Sets	$5.50 Dinner Sets	$7.50 Dinner Sets	$4.50 Dinner Sets
$1.49	$1.59	$8.98	$4.98	$2.98	$4.98	$2.74

FIG. 5

Another example of Class B advertising. Note the prominence given to prices and the invariable claim of "value" or price reduction. Lack of uniformity in layout and superabundance of display make this advertisement confusing to the eye and unattractive in its "mass effect"

Positively the finest $2.50 Plaid WAIST in Boston
$1.50
$1.50
50c to 69c TOKIO SILKS 29c
CHARGE CUSTOMERS
NOTICE TO MEN
Royal Hungarian Band
Restaurant, Fifth Floor
HENRY SIEGEL CO
WASHINGTON AND ESSEX STS.
Beautiful MILLINERY
Dress Goods
A 2500-Yard Purchase, consisting of 54-Inch All Wool Cheviot
89c
Stripe FRENCH SERGES, Value $1.50, Sale Price Per Yard
SILKS
5000-yard purchase of colored all silk Messaline finish peau de cygne, sale price
49c
Lace Sample Strips
Lace Robes, $15
The Weather is Right for the Biggest Sale of COATS in the History of Boston
CONSISTING OF THE ENTIRE SAMPLE LINES OF SIX PROMINENT MANUFACTURERS
$8.75 for the $12.00 Coats
All the $18.50 Coats $12.50
Sale of Tailored Suits
CUT NO. 1 SHOWS ONE OF THE New Tailored Suits
$14.75
CUT NO. 2 SHOWS ONE OF THE Satin Broadcloth Suits
$25
CUT NO. 3 SHOWS ONE OF THE $14.50 Broadcloth Coats
$9.75
Sale of Tailored Suits
CUT NO. 4 SHOWS ONE OF THE New Tight Fitting Suits,
$19.75
CUT NO. 5 SHOWS ONE OF THE Lymansville Cheviot Suits,
$16.50
CUT NO. 6 SHOWS ONE OF THE Chiffon Broadcloth Suits,
$19.75
$5000 Purchase of the Famous BAY STATE BLANKETS
NOTICE—Henry Siegel Co. control Bay State Blanket in Boston, and they cannot be purchased elsewhere.
Carpets, Rugs, Linoleums
EXTRA SPECIAL Lace Curtains—Upholsteries
Imported Dinner Sets
WALL PAPER Prices
25, 40 and 50% Are the Enormous Savings in the October Sale of FURNITURE
Startling Sensations in the GROCERY
THE ENORMOUS ADVANCE IN THE MARKET PRICES OF FOOD HAS
FLOUR—WHOLESALE price today $6.50 bbl.,
SIEGEL'S RETAIL price $6.24
78c
Combination Special
Potatoes
Pure Lard

FIG. 6

Another example of bargain advertising. The characteristics of heavily displayed prices and claims of reduction of price are similar to the preceding examples of Class B. In this case, however, the advertiser is somewhat more explanatory and argumentative. Note the crowded space and confusing abundance of display. Contrast Figs. 5 and 6 with Fig. 4

THE BIG STORE :: A CITY IN ITSELF

"MEET ME AT THE FOUNTAIN"

SIEGEL COOPER CO.

NO CONNECTION WITH ANY OTHER STORE J. B. GREENHUT, PRESIDENT.

SIXTH AVE. 18TH AND 19TH STREETS NEW YORK

(Siegel Cooper Store, Main Floor, Rear.)

Men's Clothing--A Clean Sweep!

Every Suit and Overcoat in the Store at Your Choice of Two Prices. Everything Goes—Nothing but a Few Fur-lined Coats Excepted. A Ruthless Clearance

After a very successful season, the time has come to reduce the clothing stock to its lowest limits. We will not make two bites at such a cherry—here's the offer that will make clearance short, sharp and decisive.

Choice of any Suit or Overcoat in the store formerly priced from $20 to $40, at . . **$15.45**

Choice of any Suit or Overcoat in the store formerly priced from $12.50 to $17.75, at . . **$8.45**

Examples of the Clothing to Be Sold at $15.45

(Figures first mentioned were our own original prices.)

Overcoats

$40 Patten Beaver, silk-lined Overcoats ... $15.45
$45 Black Vicuna, silk-lined Overcoats ... 15.45
$35 Fancy Cheviot, double breasted Overcoats ... 15.45
$38 Imported Kersey, silk-lined Overcoats ... 15.45
$35 Brown & Gray Fancy Worsted Overcoats ... 15.45
$40 Gray Vicuna, Paddock Style, silk lined, Overcoats ... 15.45
$30 Black Cheviot, Worsted lining Overcoats 15.45
$35 Black, silk-lined Opera Coats ... 15.45
$25 Medium weight Black and Gray Overcoats 15.45
$20 Gray Kersey Overcoats ... 15.45

Suits

$38 Black, unfinished worsted, silk lined ... $15.45
$25 Blue Serge Suits ... 15.45
$30 Blue, unfinished worsted, silk lined ... 15.45
$30 Fancy worsted suits in plaids and stripes ... 15.45
$35 Full Dress Coats and Vests, silk lined ... 15.45
$35.00 Tuxedo Coats and Vests, silk lined.. 15.45
$35.00 Soft-finished Vicuna Frock Coats and Vests, silk lined.. ... 15.45
$35.00 Brown Worsted Suits ... 15.45

Sizes 33 to 50 Chest measure in "regular" and "stout" models.

Examples of the Clothing to Be Sold at $8.45

(Figures first mentioned were our own original prices.)

$15.75 Black Kersey Overcoats ... $8.45
$14.00 Black Cheviot Overcoats ... 8.45
$13.50 Gray Frieze Overcoats 8.45
$15.00 Fancy Cheviot Overcoats ... 8.45
$15.00 to $18.00 Black Thibet Suits ... 8.45
$17.75 Plaid Worsted Suits, 8.45
$12.75 Fancy Cheviot Suits 8.45
$15.00 Plain Gray Worsted Suits ... 8.45

Single and double-breasted models
Sizes 33 to 46 chest measure.

Foot Mould Stormy-Weather Shoes

You'll be sure to have the best protection for your feet if you get a pair of Foot Mould Storm Shoes. Not only that—you'll be sure to save money. They cost from $1 to $3 less than you'll pay elsewhere for shoes of like excellence.

Foot Mould Shoes are made expressly for us by one of the leading manufacturers. They are made to excel all other similarly priced footwear—and to equal in fit, style and looks any shoes at any price. Stout, damp-proof, but good looking, and are too high.

Styles for Men, Women and Children

Regular height style for men	$3.00	*Extra High Cut Style.*	
		For men ...	$4.00
		Castile Boots for women ...	$3 & $4
		For boys ...	$1.95
		For girls ...	2.50

Of course, we have other shoes at lower prices, but for best shoe satisfaction we recommend our *Foot Mould*.

Women's High Cut Shoes at $1.69

We continue to-morrow our sale of "Napoleon" high cut boots at $1.69. This is the lowest price for which high cut shoes of equal quality, style and service have ever been sold. The "Napoleon" is made expressly for us in the new high cut style to sell at a popular price. There is no shoe in the retail market to-day like it at the price we ask ... **$1.69**

(Siegel Cooper Store, Second Floor, Rear.)

Women's Long Black Coats at $5

Worth $8.75, $10.50 and $12.75

We offer 15 models in these stylish coats, all of which are 50 inches long. All sizes, from 32 to 44 bust measure. Here is a brief description:

Black Broadcloth Coats
Black Kersey Coats
Black Cheviot Coats
Lined and Half Lined
Trimmed with Embroidery
Trimmed with Silk Braid
Trimmed with Velvet
Some with Fur Collars

(Siegel Cooper Store, Second Floor, Center.)

Men's $2.50 Coat Style Sweaters, $1.95

THE coat style is the popular idea in sweaters this season. It is much easier to get on and off—it fits better, is more dressy and comfortable than other styles. Many wear it in place of a vest—and with good effect.

We offer a special lot of the grade sold elsewhere at $2.50, at

$1.95

(Siegel Cooper Store, Third Floor, Rear.)

Cigar Specials

THESE are all well-known brands, and at the prices we have put on them for to-morrow offer savings of about a third. Hundreds of men have found that it pays *always* to buy their cigars here.

Duke Savoy Perfectos—box of 25, regularly $2.00, at ... $1.59
Duke Savoy Bouquets—box of 50, regularly $3.75, at ... $2.49
Havana Rothschild—Extra warranted Havana filler and Havana wrapper; made in Tampa, Fla.; box of 50 ... $2.00
Robert Burns Conchas Bouquets—box of 50, at ... $2.49
Cassanova Diplomaticos—our 3-for-25c seed and Havana blend; special, box of 50, at $2.49
Colonial Perfectos—our 5c leader, box of 50, at ... $1.49
Prime Beauty Diplomaticos—a very good domestic 5c cigar; box of 50, at ... $1.24
Alice Nielson Perfectos—worth double the price; box of 50, at ... $1.00
Buena Abbati Perfectos—box of 50, at ... 89c

(Siegel Cooper Store, Main Floor, Rear.)

2,500 Winter Coats for Girls

Regular $7.50, $10 and $12 Garments on Sale To-morrow at **$4.85**

THIS is the biggest thing that the Misses' Wear Store has ever done in the interests of girls aged 6 to 14 years. The lot is a big one, but the bargain offered is so much bigger that even 2,500 coats will not be enough. With there were more room to describe the coats. They are handsome, stylish, well-built little garments in fabrics and models that would make good reading if we could print the details. But this summary must suffice:

Materials are fine wool mixtures, chinchilla and firm, substantial kersey.

More than half are lined with high-grade flannel or mixture-cloths.

The rest are both lined and interlined.

There are eighteen or twenty models; only four of which are illustrated.

The coats were intended to sell at prices ranging from $7.50 to $12.

Your choice of the entire assortment at ... **$4.85**

(Siegel Cooper Store, Second Floor, Center.)

Double Stamps Up to 12 o'Clock

TWO "S. & H." Green Trading Stamps with each 10c of purchase made BEFORE NOON.

ONE "S. & H." Green Trading Stamp with each 10c of purchase made AFTER NOON.

Sheet Music Saturday at 8c a copy

No Mail or C. O. D. Orders

1. And so the A, B and C Do Say
2. Are You Sincere? (Wenrich)
3. Bedelia (Morse)
4. I'm waiting for the Man with the Merry Widow Hat
5. Dixie
6. Down Little Lovely Nose
7. Down by the Cherie
8. Dreaming (Wenrich)
9. Dreaming of Love
10. Down Where the Watermelons Grow
11. Down Where the Wurzburger Flows
12. Dear Jeka, (Vera Violetta)
13. Dear Little Boy Blue
14. Take Me Back to New York Town
15. Cherie, (Intermezzo)
16. Can I Forget?
17. I Don't Want to Play in Your Yard
18. When the Moon Sits in the Window
19. Cuddle Up Close to Me
20. Coon Coon Coon
21. Coon, Coon, Coon
22. The Four Cedar Posts Fence
23. Dear Old Girl
24. Everybody's Waiting for You
25. He Came to Church in Sections
26. Good Little Boy Added to Our Class
27. Good Time That's Due
28. Good Night, Carmen,
29. The Two Old Church Bells
30. Good Evening,
31. When Summer Take Leaves Us
32. Good Bye, (The Gay Widow Waltz)
33. Good Old Times
34. Father was a Friend of Mine
35. Hi Mr. Stein
36. Have You Met Hazel?
37. When You Come Over to Our Town
38. Hiawatha Dance Song
39. He Does It
40. Have You My Place for the Summer?
41. I Never Told My Mother Dear
42. Hiawatha Two Step
43. Hello, Honeymoon
44. Hello, Central, Give Me Heaven
45. I'd Leave My Happy Home for You
46. I'm Going to Have Some Fun To-night
47. I Bet My Love to a Button-Hole
48. I'd Like to Know When You Love Me
49. Land of My Heart
50. I Bet My Love to a Button-Hole

(Siegel Cooper Store, Third Floor Rear.)

13. Poor John, (Vera Violetta)
14. Take Me Back to New York
15. Take Me Back to New York Town
16. Cherie, (Intermezzo)
17. Can I Forget?
18. When the Moon Sits in the Window
19. Cuddle Up Close to Me
20. Coon, Coon, Coon
21. Coon, Coon, Coon
22. The Four Cedar Posts Fence
23. Dear Old Girl
24. Everybody's Waiting for You
25. He Came to Church in Sections
26. Good Little Boy Added to Our Class
27. Good Time That's Due
28. Good Night, Carmen,
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36. Have You Met Hazel?
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43. Hello, Honeymoon
44. Hello, Central, Give Me Heaven
45. I'd Leave My Happy Home for You
46. I'm Going to Have Some Fun To-night
47. I Bet My Love to a Button-Hole
48. I'd Like to Know When You Love Me
49. Land of My Heart
50. I Bet My Love to a Button-Hole

(Siegel Cooper Store, Third Floor Rear.)

Ask for "S. & H." Green Trading Stamps—We Give Them

FIG. 7

An example of the "compromise style," or Class C, advertising, which aims to retain the vigor and strength of the bargain style in its display and tone, yet avoids bombastic diction and exaggerated language. Note the short introductions, the forcible, direct statements, the absence of generalities, and the terse but comprehensive descriptions. Compare with Figs. 8 and 9

Snellenburgs

ENTIRE BLOCK—MARKET, 11th to 12th STS.

Women's Tailored Suits

$16.50 They stand alone—unless you put them alongside of $20 suits you see elsewhere. And then they are right up with the best. The Venetian cloth is the soft firm quality tan navy black. The stylish little pleated blouse shows the new flat collar, and the fancy bell sleeves remind us of grandmothers days, but they are the proper thing now. Even the position bell sleeves of long ago, only the new one has a touch of piquancy—almost sauciness, that you can't help falling in love with. The new seven-gore side pleated skirt is unlined, but so carefully and firmly tailored it hangs perfectly. Blouse, taffeta lined.

What do you like—style? It is here. Good fitting? It is here. Careful tailoring? It is here. Everything. Our prices are the lowest because we are satisfied with less profit on each sale.

$10.98 worth $15.00. Of all-wool Worsted or Cheviot—black serge, Oxford mixed Cheviot, Oxford mixed Worsted, Oxford mixed Cheviot, Oxford mixed Worsted, Oxford mixed Cheviot, Oxford mixed Worsted

New carpet book free.
This book will not only show you how to save many dollars in your purchases, but the exact style, colorings and patterns, making selection easy. Carpet book mailed free for the asking.

MANDEL BROTHERS
State, Madison, Wabash, Chicago, Ill.

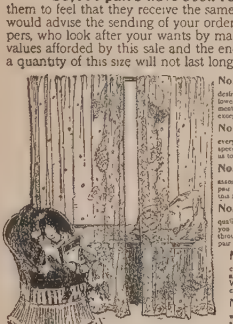
Fashion book free.
Our spring and summer fashion catalog is now ready. Send us a postal card, with your name and address, and we will mail it to you free of charge.

Our great annual sale of lace curtains—a time when you buy at less than wholesale prices—25,000 pairs reserved for our mail order patrons exclusively. Order today, they'll not last long.

HERE IS AN OCCASION of more than ordinary importance to every thrifty housewife, and with the season of spring housecleaning so near at hand, a sale of this character becomes doubly important. At this annual season of renovating and rearrangement of home decorations, every housewife has plans to make her home more inviting and attractive, and on her list of wants you'll find that she has planned for a few pair of lace curtains. Now, when we tell you that this sale affords an opportunity to save at least 25% on every pair of curtains purchased, we don't want you to just take our word for it, but when you have received the goods and they prove to be anything but just as represented, send them back to us, and we will cheerfully refund the amount of your purchase.

Our representative annually visits the foreign lace curtain centers, searching here and there with but one thought in mind, that the combining of a high standard of quality with the lowest prices, visiting on his purchasing tour those great lace curtain manufacturers of London and Nottingham, England; Glasgow, Paisley and Darvel, Scotland, Paris, Mirecourt and Luxeuil, France; St. Gall, Rohrschach and Walzenhausen, Switzerland; Berlin, Plauen and Eibenstock, Germany; Eger and Vienna, Austria; Brussels, Belgium; Venice, Milan and Turin, Italy, and many other less important places, buying in enormous quantities direct from the maker, naturally securing the very lowest prices, and thereby saving the middleman's profits. This accounts for the wonderful saving possibilities. We have given months of careful preparation and forethought to this sale, and have gathered together what we consider the most attractive and most satisfactory stock of lace curtains in America.

25,000 pairs have been reserved exclusively for our mail order patrons, including every wanted style, weave and kind. We want them to feel that they receive the same bargain chances that our city customers do, right here in Chicago. The quantity may seem large, yet we would advise the sending of your order to-day—leave the selection of the patterns to us—we have employed a competent corps of trained shoppers, who look after your wants by mail with that same care and general satisfaction as a personal visit. Then, too, considering the wonderful values afforded by this sale and the enormous outlet of our great mail order department, recognized as the foremost mail order house in America, a quantity of this size will not last long.



No. 2601—2,000 pairs of ruffled muslin curtains, full length and good width, very desirable for bedroom and dining-room windows, actually priced lower than the cost of producing them in our own establishment of pretty designs, extra quality of muslin, 49c exceptional bargain at, pair—

No. 2602—Nottingham lace curtains in an extra quality 3½ yards long, artistic patterns and every pair a splendid value at 1.75 per pair. By a 98c special purchase of several thousand pairs enables us to offer them at the very special price of, per pair—

No. 2603—Ruffled muslin curtains for chamber windows, in a wonderfully pretty assortment of choice designs and patterns, every 89c pair actually worth 1.25 per pair, but priced for this sale at, per—

No. 2604—Ruffled muslin curtains in an extra size 3½ yd. muslin, in pretty new designs, qualities that sell everywhere at $2 per pair. During the sale you are permitted the privilege to buy them through our mail order department at, 1.35 pair

No. 2611—Ruffled bobbinet curtains, charm- ing for chamber and dining-room windows, especially adapted for summer use, giving that cool, cheerful appearance. Newest effects, regular price $2 per pair. We would advise an early order if you wish to secure these wonderful bargains. Per pair— 1.35

No. 2612—Ruffled bobbinet curtains, in the newest Cream effects, 3½ yards length and width, of extra quality bobbinet. Beautiful edges and insertions, regular value 2.50 per pair, very specially priced, and a decided bargain at, pair— 1.65

No. 2613—Renaissance and Battenberg lace curtains. Every pair of these curtains were made in our own factory in France, made up according to our own ideas, and we claim for them the best curtains sold anywhere at the regular price, which is 4.25, but as a special incentive for our mail order patrons to convince them that they re- 3.15

ceive the same bargain chances as our city customers, we offer a limited number of pairs at, pair.

No. 2614—Renaissance and Battenberg lace curtains in an immense assortment of beautiful and exclusive patterns, every pair positively worth $7—altered during this sale at, pair— $5

No. 2605—Exquisite new patterns in Not- tingham lace curtains—exactly like regularly sell elsewhere at 1.40 per pair—suitable for library, bedroom and dining-room windows—very specially priced at, pair— $1

No. 2606—Nottingham lace curtains in a very splendid assortment of new 1903 designs, many patterns shown that are exclusive with this house, on a sale in the entire lot of 300 pairs worth less than 2.75 per pair, special, pair— $2

No. 2607—Beautiful Irish point lace cur- tains—a mammoth gathering of both foreign and domestic makes, all beautiful artistic patterns suitable for any purpose, real value $4 per pair, very specially priced through our mail order department, at, pair— 2.75

No. 2608—Irish point lace curtains, now all the rage for window draperies, exclusive new patterns in a remarkable assortment, all made full length and full width, splendid value at 3.25, but marked very special, at, pair— 3.85

No. 2617—Arabian lace curtains, hand made, all exclusive patterns, made up in the very newest effects, with lace insertion and edging, mounted on finest netting, would be considered remarkable values at the regular price of $10 per pair—you are privileged to buy them at, per pair— 6.50

No. 2618—Bonne Femme curtains—it is al- most an impossibility to secure enough of these very popular curtains to supply the increasing demand. We had this assortment made up for us especially with our mail order patrons in mind, and there is no question but our assortment is the largest and most artistic in the city—the values range at $4, $5, 7.50, $9 and $10 per pair. You are privileged to buy them at a discount of 25% from these prices.

No. 2619—Vestibule door panels—Now, this is an article one admires more than almost any other drapery about the house, as it comes before you every time you go through the door. These are all lace, and there's a wonderful assortment of beautiful and artistic designs, all extremely low priced at, each, 85c and 39c

If you've never ordered from us before, let this be a test of our treatment to mail order patrons. We're sure that on inspection of these curtains you'll be convinced that you can rely absolutely upon us as a safe house from which to buy goods by mail. In ordering be sure to state the full name and address, and how you wish the goods sent. The average weight of a pair of curtains is two pounds, and the average cost of sending is thirty cents. You can rely absolutely upon having your order filled promptly and accurately.

Unparalleled bargains in new 1903 silk belts and jewelry.

Now, here is an article that plays a very important part in the make-up of a woman's outfit, and there is a possibility that you need one to complete your Easter costume. We make you these extraordinary offers because a rare turn of good fortune enabled us to buy several thousand belts from one of the foremost belt manufacturers in the world at a big concession in price. We reserve the whole purchase for the exclusive benefit of our mail order patrons. We advise you to order early, for such astonishing bargains as these are sure to meet with an immediate and extraordinary response in the shape of big orders. Now, if you are in need of a new belt, or want to give a useful present to some friend, it's decidedly worth your while to take advantage of this offer. Several very special offerings in jewelry.

No. 541—Silk taf- feta ribbon belts (like cut) in black only, with crochet ends, a very new effect and a great demand this season; value 50c but a special purchase enables us to sell them at— each 25c

No. 541.

No. 542—Peau de soie belt (like cut), with double tabs in back trimmed with two rows of buttons, black only, considered a splendid value at $1, specially priced to our mail order patrons at— 50c

No. 201—Real coral long chains, very effective; a special purchase enables us to offer coral beads at 25c

No. 542

No. 543—English cut silver belt girdle (like cut), very pretty and dressy, with a variety of patterns at $2, here for your selection at each— 95c

No. 202—French gray blouse waist sets, three pins and a sash pin. The real value is 50c, very special offering at— 25c

No. 543.

No. 544—Genuine seed wrist bag, real value 95c, nicely made and finished, very much in demand, and a wonderful bargain at— 50c

No. 203—Derring of the Gods sash pin—the very latest novelty, enameled in white and gold, turquoise blue, splendid value at 90c—very special at— 25c

If there is anything you want, write us: Something about our methods worth knowing

No matter what you want for shirt waists, dresses, skirts, silk costumes, or anything in the yard goods line, let us know your wants, and we will be pleased to send you samples with prices from which to make your selections—you'll find our prices the lowest at all times, and the name "Mandel" is a guarantee of the very highest quality.

If, through some singular happening, an error may have passed our notice, we will willingly shoulder the responsibility, whether it belongs to us or if you or the manufacturer be at fault. It's this liberal policy of righting every mistake, whatever its origin may be, that has made the name "Mandel" a household word in every home

FIG. 9

A very good example of Class C advertising of four or five years ago; still very much in vogue in the better class of the middle-class stores, but being gradually displaced by styles showing greater directness, force, and simplicity. Note the length of the introduction.

 The present tendency is toward very concise introductions

depends greatly on the character of the merchandise and the merchandising policy of the store.

19. Classes of Stores.—Department stores may roughly be divided into three great classes, which for convenience, will be designated as Class A, Class B, and Class C.

Class A is the "high-class" store, which carries fine goods, caters to a well-to-do set of people, and relies for custom on the character of its merchandise rather than on low prices. (Typical examples of advertisements of stores of this class are shown in Figs. 1, 2, and 3.)

Class B is the "bargain" store, which makes its appeal on the basis of low prices rather than on the character of its merchandise. (Typical examples of advertisements of stores of Class B are shown in Figs. 4, 5, and 6.)

Class C is the "middle-class" store, which combines the two policies just mentioned, carrying fine goods for those who wish them, but using the low-price argument freely. (Figs. 7, 8, and 9 show advertisements of stores of Class C.)

Typical examples of these three great divisions will undoubtedly occur to every reader. The third, or middle-class store, is decidedly the most common, the bargain class probably ranking a close second in number. But, to a greater or smaller extent, types of all three are found in every city having more than 50,000 population. The high-class store is usually not a true department store at all, being more strictly a dry-goods house with added lines of wearing apparel; but for the present purpose, it will be treated as a department store because its advertising problems are the same.

NOTE.—Not all the reproductions of department-store advertisements used in this Section are perfect examples of good copy and display. They are reproduced rather to show the various styles used by leading stores in the different seasons. Because many of these examples are full newspaper pages (shown reduced), it should not be concluded that a half page or even less space is not often the proper size of advertisement for the department store to use.

20. Necessity of Reflecting the Policy and Class of Store in Advertising.—It should never be forgotten that the advertising man is the mouthpiece of the establish-

ment. His policy, style, language, and methods must accurately reflect the policy and character of the store for which he speaks. To this extent, the advertising man's policy is usually decided for him before he begins. On large, general principles, the advertising man must not permit his work to reflect his own personal tastes or preferences, unless they happen to be in harmony with the class of goods carried and the avowed policy of the store management. It would be disastrous, for example, to adopt a sensational, bargain-shrieking style like that shown in Fig. 5 for a store that depended on the trade of persons of wealth and refinement. On the other hand, a quiet, dignified, "cultured" style like that shown in Fig. 1 would never do for the typical bargain store. The most successful advertisers are those who can best adapt themselves to the given conditions. It is the first duty of a new advertising man to give careful study to the conditions that surround him, and especially to study the audience to which he is to appeal.

This point is obviously not one that can be settled off-hand. It is one of many points in advertising in which success depends on the exercise of intelligence, good taste, and common sense. If the division of stores into classes were strictly and sharply on the lines given in Art. **19**, it might be easier, but that classification is only given broadly, and nearly all stores reach for all the business they can get, regardless of class. Nevertheless, each has a field—be it high class, bargain class, or middle class—in which it is strongest, and the advertising man must decide for himself how he can best exploit that field in particular and still gain what he can from other fields in general.

21. Strongest Position for a Store.—It is plain to be seen that the strongest position for a store to occupy in order to cover the largest field is the middle position, from which it can, so to speak, reach both up and down for business; that is, "up" into the fine-goods class and "down" into the bargain class. It is this position that most of the best stores of America seek to occupy, although a study of

Shepard Norwell Company

Winter Street Temple Place Province Street

All Charges for Goods Bought December 30 and 31 will Appear on Bill Rendered February 1st

Clearance Sale of Silks

Our great January sale of Silks begins Monday, Dec. 30. Cases will not be completed in closing out broken lines from our regular stock, while thousands of yards recently purchased from over-stocked manufacturers at extremely low prices will be included in this big event. Brief mention is given to a few of the offerings that will characterize this exceptional bargain occasion.

BLACK TAFFETA SILKS, 27 inches wide, in all the new spring weights; guaranteed to cut, wear, not spot. 69c

BLACK TAFFETA PEAU DE CYGNE, 36 inches wide, in all the new spring weights; guaranteed to cut, wear, not spot. Regular values from 75c to $1.00 per yard. The reduced price for this sale is 69c

LUXURIOUS SILKS, in broken lengths, fine line of colors, guaranteed all silk, value 75c per yard. Choice 49c

NEW FIGURED AND STRIPED SILKS, shown at the most wanted two and three combinations, from $1.00 to $1.25 per yard. Sale price, per yard 69c

All-Silk STRIPED AND CHECK DRESS SILK VELVETS, about 75 in a lot, $1.98 per yard. Clearance sale 98c

WHITE BRIDAL SILKS, 27 inches wide, regular values 50c, 69c and $1.00 per yard. Sale prices, per yard ..... 39c, 50c, 69c and 75c

BLACK ALL-SILK TAFFETA SILKS, extra wide and exceptional value, 27 inches wide, the kind that always has sold for 69c and 75c per yard. Sale price, per yard 49c

BLACK SATIN MESSALINE PETTICOATS, $1.98 value, at 69c

SILK REMNANTS, from 1 to 10 yards, in every conceivable kind and color of silk and satin, suitable for waists, petticoats, fancy work, etc., from 10c to 75c per yard. To be sold only by the remnant, newly rolled in the spool shipping. Prices, per yard ..... 10c and upward

VELVETS AT HALF PRICE

SHADOW CHECKED AND STRIPED VELVETEENS, in green, white, navy, green, gray, brown and black, values $1.25 and $1.50 per yard. Sale price 69c

Shadow Checked and Striped Costume Velveteens Marked Half Price.

White Goods Specials

The accurate sale of Lace White Goods offers exceptional values for this week. All standard make goods at prices that cannot fail to effect a speedy clearance.

WHITE MERCERIZED MADRAS WAISTING, excellent quality, extra width, 36 inches, value 50 cents the yard, for this sale per yard 19c

MERCERIZED WAISTING, of mohair effects, over linen plaids, beautiful designs, value 50c per yard 19c

FRENCH LAWN, 45 inches wide, in French Lawn, 10 inches wide and good for 75c, value, per yard 19c

CORDED DOTTED SWISS, assorted and fancy plaids, regular values up to 25c per yard. Sale price, per yard 12½c

LONG CLOTH, 36 inches wide, a most popular width for underwear; 1 yard pieces for prices to match. Piece lots, as follows:

300 pieces, worth $1.98, now	1.25
200 pieces, worth $1.98, now	1.39
300 pieces, worth $2.25, now	1.49
150 pieces, worth $2.75, now, 12 yards for	1.79
EMBROIDERED FLOUNCING, 3 designs in mohair finish, 45 and 46 inches wide, 3 yards for one yard. Regular values $1.25 to $1.50 per yard. Special	89c

Many remnants and cut ends in White Goods, also all plaque sheer as well as soiled and mussed during the holiday shopping, now marked at very low prices.

Millinery Clearance

Trimmed and Untrimmed Hats, Fancy Feathers, Plumes, Velvets, etc., etc., have been marked down since Monday and Tuesday, and the new prices will certainly effect our purpose—general clearance.

TRIMMED HATS, were $3.50 to $5.00, now ..... $2.50 to $3.00

TRIMMED HATS were $5.00 to $10.00, now ..... $3.00 to $5.00

TRIMMED HATS, were $7.50 to $10.00, now ..... $5.00 to $7.50

UNTRIMMED HATS, Dress Hats, in velvet, silk and felt, all good shapes, assorted colors, formerly $1.25 to $2.50 each, now 39c

GOOD AND HIGH GRADE FEATHERS and fancy trimmings, Tuscan, Ostrich, Aigrettes, Quills, Flowers, Wings, etc., the accumulation of a season's business in our millinery workrooms, will be offered at a special reduced price, per pound or section ..... 25c and upward

Sewing Machine Bargains

Special orders are quoted on all "Shepard Norwell" and other machines in our Sewing Machine parlors, Fifth floor, Province street. Call and get what you want at the machine(s) at once, but otherwise all are put on.

A Drop-Head Machine, with the latest improvements, in a handsome quarter-cut oak case, with drawer under it, with the following attachments: Ruffler, Hemmer, Tucker, Binder, Braider, Feller, Gauge, Screw Driver, Oil Can, Needles, Bobbins, Cover and Instruction Book. Has self-threading shuttle, automatic stitch regulator, automatic bobbin winder, automatic stitch reverse, and is guaranteed for 20 years. Regular price $45.00

Same Machine, with drop head, but not as elaborate finish 29.50

Same Machine, in quarter-cut oak case, with drawer 32.50

Same Machine, with drop head, but not as elaborate finish 24.50

Rotary Machine, with drop head, all attachments 19.50

Portable Sewing Machines, only ..... 9.75 to 12.00

Special Terms to Suit Your Convenience.

Domestics Underpriced

Sheets, Pillow Cases & Yard Goods

1½ SHEETS, BLEACHED SHEETS, free from dressing, warranted free of dirt, torn, soft finish and full weight, extra large size, 1½ yards long, 2½ yards wide, a regular value of $1.50. Sheets on sale this $1.00

PILLOW CASES, 45 inches long, 36 inches wide, made of a most desirable muslin, free from dressing, soft finish, full weight, a regular value of 25c. Sale price 19c

20" inch BLEACHED PILLOW CASES, made from the celebrated Pepperell "R" muslin, finished with hemstitched hem, 20 inches wide, 42 inches long, a regular value of 25c. Sale price 19c

45 inch BLEACHED PILLOW CASES, also CASES, 42 inches long, 36 inches wide, made right way of goods, 2-inch hem, worth 12½ each. Sale price 9c

1 piece of best standard quality BLEACHED COTTON, 36 inches wide, fine grade. Special, per yard 5c

1 case of BLEACHED CAMBRIC FINISH COTTON, 36 inches wide, regular 12½ value. The price this week, per yard 9c

1 piece of BLEACHED CAMBRIC FINISH COTTON, 40 inches wide, regular 15c quality. On sale Monday at, per yard 10c

Lining Department

If you are in need of Linings of any description visit this department of our store. We always carry complete lines of Sateens, Percalines, Cambrics, Quilted Linings, Quilted Basting, etc.

36-INCH SATINE, for shoe linings, per yard ..... 49c to 1.37½

Matched Sets

Very Special

$10.00 3-Piece Mended Set, $5 reimbursery overmade, for $5

Other Matched Sets at $3.50, $5.00, $7.50 and $8.75

Extra Size Corsets and Drawers

$1.50 Corsets, extra size, for 79c

$1.75 Corsets, extra size, for 1.00

$2.00 Corsets, extra size, for 1.50

Corsets at Less Than Marked

$5 Corsets for 2.98

$3.00 Corsets for 1.98

$2.50 Corsets for 1.69

$2.00 Corsets for 1.39

$1.50 Corsets for 98c

$1.25 Corsets for 79c

$1.00 Corsets for 69c

$3.50 Corsets for 2.50

$3.00 Corsets for 2.00

$5.00 to $7.50 Corsets at $3.50 to $5.00

Here are the Corset Covers

25c Corset Covers for 17c

39c Corset Covers for 19c

50c Corset Covers for 25c

75c Corset Covers for 39c

$1.00 Corset Covers for 59c

$1.25 Corsets for Corset Covers for 79c

$1.50 Corset Covers for 1.00

Chemises and Combinations

50c Chemises for 25c

75c Chemises for 39c

$1.00 Chemises for 59c

$1.25 Chemises and Cam 1.00

$2.00 Chemises and Cam 1.50

$3.00 Chemises and Cam 2.00

$3.50 to $7.50 Chemises at $2.50 to $5.00

Low Prices on Drawers

25c Drawers for 18c

39c and 50c Drawers for 25c

75c Drawers for 39c

$1.00 Drawers for 59c

$1.25 Drawers for 79c

$1.50 Drawers for 1.00

$2.50 to $3.00 Drawers at $1.25 to $1.50

Short Underskirts

25c Short Underskirts for 15c

50c Short Underskirts for 25c

75c Short Underskirts for 39c

$1 Flat Top Underskirts for 50c

$1.50 Short Underskirts for 75c

$2.00 Short Underskirts for 1.00

$3.50 to $5.00 at $1.98 to $2.50

Women's Neckwear

Every piece of Women's Neckwear that has been displayed during the holiday rush, some slightly soiled from handling, will go on sale Monday morning at a reduced price.

STOCK TIES, 27 inches long, in fine chiffon, silk and linen, values 50c, 75c to $1 each. Marked to 19c

SATIN BANDEAUX OR COLLAR AND CUFF SETS, used in display, regular 75c values. Choicest new plaids, each 39c

EMBROIDERED LINEN COLLARS, assorted patterns, regular 25c styles, each, now 15c to 19c each. Now 12½c

FINE LACE AND EMBROIDERED, 2 yards long, very wide, novelty all in one piece, regular 50c values. Special 25c

EACH HANDKERCHIEF AND PLAIN CHIFFON SCARFS, extra long and wide, for neck and waist, in white, black, blue, red and tan. Choice of the lot 49c

POFFS, in chiffon, silk and lace effects, all reduced in price for this sale. Choice of the assortment 12½c

MARABOUT AND FEATHER BOAS, variety of styles and colors, worth $2.50 to $3.00 each. Sale price 1.69

LIBERTY SILK PUFFS, black and cream, worth $2.98 to $3.50 each; for choice price, in short lengths 1.69

Handkerchiefs For All At Reduced Prices

We will place on sale Monday morning all Handkerchiefs that were at the last called or reissued during the Christmas selling, at the following small regular prices.

WOMEN'S HANDKERCHIEFS, extra sheer, pure linen, hemstitched, with a fine cambric border ..... 5 for 25c

WOMEN'S HANDKERCHIEFS, all linen hemstitched, were 12½c each, now ..... 8c each

WOMEN'S HANDKERCHIEFS, all linen initial, were 15c and 19c each, now ..... 9c each

WOMEN'S SHEER LINEN INITIAL HANDKERCHIEFS, regular 25c values, on sale this week at ..... 5 for 1.00

WOMEN'S SHEER LINEN INITIAL HANDKERCHIEFS, were 19c and 25c each, choice to this sale ..... 9c each

WOMEN'S SHEER LINEN INITIAL HANDKERCHIEFS, each 25c, each 50c, each 75c, each $1.00

GENTLEMEN'S INITIAL HANDKERCHIEFS, 3 in box, were 25c and 37½c per box, choice ..... 19c box

BUTTLERS, for cuts and trousers, each ..... 1.00 to 2.50

January Sale of Reliable Linens

Always an Interesting Event for Housekeepers—It Means Both Economy and Satisfaction

RECOLLECT, every yard of goods advertised is all pure linen. That fact is a tower of strength in this class of merchandise. Note the following figures for this week:

BATH TOWELS, 16 inches wide, 27c value, at 17c

BATH TOWELS, 18 inches wide, 39c value, at 25c

BATH TOWELS, 20 inches wide, 50c value, at 39c

BATH TOWELS, 22 inches wide, 75c value, at 50c

BATH TOWELS, 24 inches wide, $1.00 value, at 69c

BATH TOWELS, 27 inches wide, $1.25 value, at 89c

BATH TOWELS, 30 inches wide, $1.50 value, at 1.00

BATH TOWELS, 36 inches wide, $2.00 value, at 1.39

BATH TOWELS, 40 inches wide, $2.50 value, at 1.69

BATH TOWELS, 45 inches wide, $3.00 value, at 1.98

BATH TOWELS, 50 inches wide, $3.50 value, at 2.39

BATH TOWELS, 54 inches wide, $4.00 value, at 2.69

BATH TOWELS, 60 inches wide, $5.00 value, at 3.39

BATH TOWELS, 72 inches wide, $6.00 value, at 3.98

BATH TOWELS, 80 inches wide, $7.50 value, at 4.98

BATH TOWELS, 90 inches wide, $9.00 value, at 5.98

BATH TOWELS, 100 inches wide, $10.00 value, at 6.98

BATH TOWELS, 120 inches wide, $12.00 value, at 7.98

BATH TOWELS, 144 inches wide, $15.00 value, at 9.98

BATH TOWELS, 160 inches wide, $18.00 value, at 11.98

BATH TOWELS, 180 inches wide, $20.00 value, at 13.98

BATH TOWELS, 200 inches wide, $25.00 value, at 16.98

BATH TOWELS, 240 inches wide, $30.00 value, at 19.98

BATH TOWELS, 300 inches wide, $40.00 value, at 25.98

BATH TOWELS, 360 inches wide, $50.00 value, at 32.98

BATH TOWELS, 400 inches wide, $60.00 value, at 39.98

BATH TOWELS, 480 inches wide, $75.00 value, at 49.98

BATH TOWELS, 500 inches wide, $100.00 value, at 69.98

BUCK TOWELS, hemmed, hemstitched and scalloped ends, largest size and finest quality, 50c value, at 39c

HUCK TOWELS, hemmed and hemstitched, large size, good quality, regular price 50c each, now 39c

HEMSTITCHED HUCK TOWELS, extra large size, excellent quality, regular 75c value, now for holidays. The choice, one special price 50c

HEMSTITCHED DAMASK LINEN HUCK TOWELS, 18 inches wide, 25c value, at 19c

HEMSTITCHED DAMASK LINEN HUCK TOWELS, 20 inches wide, 39c value, at 25c

TRAY CLOTHS, 18 inches square, hemstitched, 25c value, at 19c

TRAY CLOTHS, 20 inches square, hemstitched, 39c value, at 25c

TRAY CLOTHS, 24 inches square, hemstitched, 50c value, at 39c

TRAY CLOTHS, 27 inches square, hemstitched, 75c value, at 50c

TRAY CLOTHS, 30 inches square, hemstitched, $1.00 value, at 69c

TRAY CLOTHS, 36 inches square, hemstitched, $1.25 value, at 89c

TRAY CLOTHS, 40 inches square, hemstitched, $1.50 value, at 1.00

TRAY CLOTHS, 45 inches square, hemstitched, $2.00 value, at 1.39

TRAY CLOTHS, 50 inches square, hemstitched, $2.50 value, at 1.69

TRAY CLOTHS, 54 inches square, hemstitched, $3.00 value, at 1.98

TRAY CLOTHS, 60 inches square, hemstitched, $4.00 value, at 2.69

TRAY CLOTHS, 72 inches square, hemstitched, $5.00 value, at 3.39

TRAY CLOTHS, 80 inches square, hemstitched, $6.00 value, at 3.98

TRAY CLOTHS, 90 inches square, hemstitched, $7.50 value, at 4.98

TRAY CLOTHS, 100 inches square, hemstitched, $9.00 value, at 5.98

TRAY CLOTHS, 120 inches square, hemstitched, $10.00 value, at 6.98

TRAY CLOTHS, 144 inches square, hemstitched, $12.00 value, at 7.98

TRAY CLOTHS, 160 inches square, hemstitched, $15.00 value, at 9.98

TRAY CLOTHS, 180 inches square, hemstitched, $18.00 value, at 11.98

TRAY CLOTHS, 200 inches square, hemstitched, $20.00 value, at 13.98

TRAY CLOTHS, 240 inches square, hemstitched, $25.00 value, at 16.98

TRAY CLOTHS, 300 inches square, hemstitched, $30.00 value, at 19.98

TRAY CLOTHS, 360 inches square, hemstitched, $40.00 value, at 25.98

TRAY CLOTHS, 400 inches square, hemstitched, $50.00 value, at 32.98

TRAY CLOTHS, 480 inches square, hemstitched, $60.00 value, at 39.98

TRAY CLOTHS, 500 inches square, hemstitched, $75.00 value, at 49.98

TRAY CLOTHS, 600 inches square, hemstitched, $100.00 value, at 69.98

High-Class Ribbons

RIBBON SPECIAL—Every odd piece of Ribbon, in Taffeta, Satin Taffeta, Satin Messaline, Taffeta Messaline, Chiffon and Net, 3 inches wide, 39c value, now 25c

SATIN TAFFETA, TAFFETA MESSALINE, CHIFFON AND NET RIBBONS, 4 inches wide, 50c value, now, yard ..... 39c to 50c per yard

DRESDEN RIBBONS, 5 to 6 inches wide, worth 50c per yard. Choice of your fine stock, per yard 29c

DRESDEN RIBBONS, 7 to 8 inches wide, STRIPES, MOIRES, etc., 6 and 7 inches wide, 75c value, now 49c

PILLOW RIBBONS, popular colors and combinations, regular 39c value. To close, per yard 25c

HIGH-CLASS RIBBON REMNANTS, 6 to 8 inches wide, large collection of these, all in the 50c per yard. Now 29c

Washable Dress Goods

Interesting mark-downs are scheduled for Monday morning in the Wash Goods section. The January Clearing Sale carries that department such a vengeance, if cut prices are any criterion. We have received a full dozen items by way of celebration—come early to avoid disappointment.

36 inches wide, in all the new spring colors, 25c and 29c value, at 19c

36 inches wide, in all the new spring colors, 39c and 50c value, at 25c

FRENCH ORGANDIE, regular 25c and 29c values, at 15c

FRENCH ZEPHYR, 36 inches, reduced to, per yard 19c

FRENCH ZEPHYR, 40 inches wide, per yard, 39c and 50c value 25c

PRINTED BATISTE, 36 inches wide, 12½c per yard. Reduced to 7c

PLAID BATISTE, regular 12½c quality, this week 10c

Children's Corner

ARE YOU INTERESTED IN THE BRIGHT SAYINGS OF BUSTER BROWN THAT HAVE APPEARED REGULARLY IN THIS CHILDREN'S CORNER DURING 1907? IF YOU DO THE CHILDREN WANT HIM TO CONTINUE ANOTHER YEAR, PLEASE LET US KNOW BY POST CARD.

SHEPARD NORWELL CO.

Clothing for Boys Marked Down

Mixed Ant of Boys' Suits and OVERCOATS, in sizes 3, 4 and 5 years only up to and sizes 11 from 10.00 to 12.50. Choice now at 6.98

Mixed Ant of Boys' OVERCOATS, in sizes 3 to 7 years, that were 10.00 to 12.50 each, now 6.98

A large variety of Boys' OVERCOATS, in fancies, sizes from 3 to 10 years, that were from 12.50 to 15.00 each, now marked at 9.98

Together with the same Coats that are in every sense superior, there are Boys' OVERCOATS, in sizes 3 to 10 years, that were from 15.00 to 18.00 each, now marked at 11.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 18.00 to 20.00 each, now marked at 13.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 20.00 to 25.00 each, now marked at 16.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 25.00 to 30.00 each, now marked at 19.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 30.00 to 35.00 each, now marked at 23.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 35.00 to 40.00 each, now marked at 25.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 40.00 to 45.00 each, now marked at 29.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 45.00 to 50.00 each, now marked at 32.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 50.00 to 55.00 each, now marked at 35.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 55.00 to 60.00 each, now marked at 39.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 60.00 to 65.00 each, now marked at 43.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 65.00 to 70.00 each, now marked at 47.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 70.00 to 75.00 each, now marked at 49.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 75.00 to 80.00 each, now marked at 52.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 80.00 to 85.00 each, now marked at 55.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 85.00 to 90.00 each, now marked at 59.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 90.00 to 95.00 each, now marked at 62.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 95.00 to 100.00 each, now marked at 65.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 100.00 to 105.00 each, now marked at 69.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 105.00 to 110.00 each, now marked at 72.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 110.00 to 115.00 each, now marked at 75.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 115.00 to 120.00 each, now marked at 79.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 120.00 to 125.00 each, now marked at 82.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 125.00 to 130.00 each, now marked at 85.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 130.00 to 135.00 each, now marked at 89.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 135.00 to 140.00 each, now marked at 92.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 140.00 to 145.00 each, now marked at 95.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 145.00 to 150.00 each, now marked at 99.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 150.00 to 155.00 each, now marked at 102.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 155.00 to 160.00 each, now marked at 105.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 160.00 to 165.00 each, now marked at 109.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 165.00 to 170.00 each, now marked at 112.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 170.00 to 175.00 each, now marked at 115.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 175.00 to 180.00 each, now marked at 119.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 180.00 to 185.00 each, now marked at 122.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 185.00 to 190.00 each, now marked at 125.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 190.00 to 195.00 each, now marked at 129.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 195.00 to 200.00 each, now marked at 132.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 200.00 to 205.00 each, now marked at 135.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 205.00 to 210.00 each, now marked at 139.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 210.00 to 215.00 each, now marked at 142.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 215.00 to 220.00 each, now marked at 145.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 220.00 to 225.00 each, now marked at 149.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 225.00 to 230.00 each, now marked at 152.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 230.00 to 235.00 each, now marked at 155.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 235.00 to 240.00 each, now marked at 159.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 240.00 to 245.00 each, now marked at 162.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 245.00 to 250.00 each, now marked at 165.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 250.00 to 255.00 each, now marked at 169.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 255.00 to 260.00 each, now marked at 172.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 260.00 to 265.00 each, now marked at 175.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 265.00 to 270.00 each, now marked at 179.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 270.00 to 275.00 each, now marked at 182.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 275.00 to 280.00 each, now marked at 185.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 280.00 to 285.00 each, now marked at 189.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 285.00 to 290.00 each, now marked at 192.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 290.00 to 295.00 each, now marked at 195.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 295.00 to 300.00 each, now marked at 199.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 300.00 to 305.00 each, now marked at 202.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 305.00 to 310.00 each, now marked at 205.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 310.00 to 315.00 each, now marked at 209.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 315.00 to 320.00 each, now marked at 212.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 320.00 to 325.00 each, now marked at 215.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 325.00 to 330.00 each, now marked at 219.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 330.00 to 335.00 each, now marked at 222.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 335.00 to 340.00 each, now marked at 225.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 340.00 to 345.00 each, now marked at 229.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 345.00 to 350.00 each, now marked at 232.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 350.00 to 355.00 each, now marked at 235.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 355.00 to 360.00 each, now marked at 239.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 360.00 to 365.00 each, now marked at 242.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 365.00 to 370.00 each, now marked at 245.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 370.00 to 375.00 each, now marked at 249.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 375.00 to 380.00 each, now marked at 252.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 380.00 to 385.00 each, now marked at 255.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 385.00 to 390.00 each, now marked at 259.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 390.00 to 395.00 each, now marked at 262.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 395.00 to 400.00 each, now marked at 265.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 400.00 to 405.00 each, now marked at 269.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 405.00 to 410.00 each, now marked at 272.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 410.00 to 415.00 each, now marked at 275.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 415.00 to 420.00 each, now marked at 279.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 420.00 to 425.00 each, now marked at 282.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 425.00 to 430.00 each, now marked at 285.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 430.00 to 435.00 each, now marked at 289.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 435.00 to 440.00 each, now marked at 292.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 440.00 to 445.00 each, now marked at 295.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 445.00 to 450.00 each, now marked at 299.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 450.00 to 455.00 each, now marked at 302.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 455.00 to 460.00 each, now marked at 305.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 460.00 to 465.00 each, now marked at 309.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 465.00 to 470.00 each, now marked at 312.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 470.00 to 475.00 each, now marked at 315.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 475.00 to 480.00 each, now marked at 319.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 480.00 to 485.00 each, now marked at 322.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 485.00 to 490.00 each, now marked at 325.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 490.00 to 495.00 each, now marked at 329.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 495.00 to 500.00 each, now marked at 332.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 500.00 to 505.00 each, now marked at 335.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 505.00 to 510.00 each, now marked at 339.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 510.00 to 515.00 each, now marked at 342.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 515.00 to 520.00 each, now marked at 345.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 520.00 to 525.00 each, now marked at 349.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 525.00 to 530.00 each, now marked at 352.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 530.00 to 535.00 each, now marked at 355.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 535.00 to 540.00 each, now marked at 359.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 540.00 to 545.00 each, now marked at 362.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 545.00 to 550.00 each, now marked at 365.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 550.00 to 555.00 each, now marked at 369.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 555.00 to 560.00 each, now marked at 372.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 560.00 to 565.00 each, now marked at 375.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 565.00 to 570.00 each, now marked at 379.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 570.00 to 575.00 each, now marked at 382.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 575.00 to 580.00 each, now marked at 385.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 580.00 to 585.00 each, now marked at 389.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 585.00 to 590.00 each, now marked at 392.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 590.00 to 595.00 each, now marked at 395.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 595.00 to 600.00 each, now marked at 399.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 600.00 to 605.00 each, now marked at 402.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 605.00 to 610.00 each, now marked at 405.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 610.00 to 615.00 each, now marked at 409.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 615.00 to 620.00 each, now marked at 412.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 620.00 to 625.00 each, now marked at 415.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 625.00 to 630.00 each, now marked at 419.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 630.00 to 635.00 each, now marked at 422.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 635.00 to 640.00 each, now marked at 425.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 640.00 to 645.00 each, now marked at 429.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 645.00 to 650.00 each, now marked at 432.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 650.00 to 655.00 each, now marked at 435.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 655.00 to 660.00 each, now marked at 439.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 660.00 to 665.00 each, now marked at 442.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 665.00 to 670.00 each, now marked at 445.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 670.00 to 675.00 each, now marked at 449.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 675.00 to 680.00 each, now marked at 452.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 680.00 to 685.00 each, now marked at 455.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 685.00 to 690.00 each, now marked at 459.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 690.00 to 695.00 each, now marked at 462.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 695.00 to 700.00 each, now marked at 465.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 700.00 to 705.00 each, now marked at 469.98

Boys' Fine Overcoats, in sizes 3 to 10 years, that were from 705.00 to 710.00 each, now marked at 472.98

Boys'

their advertising shows that there are almost innumerable divisions even in this middle class, some reaching higher, and some lower. In this connection, it will be well to observe carefully the advertisement shown in Fig. 10 and also the typical advertisements shown in Figs. 7, 8, and 9. The latter are advertisements of middle-class stores, but there are marked differences among them. This difference is almost entirely due to the individuality of the advertising man as expressed in his own solution of the first problem, namely, adopting a style that will prove most effective and interest the greatest number of the people within the scope of his merchandise.

22. Merchandise as the Deciding Factor.—The "reach out" of a store for business above or below its principal field must depend, first of all, on what merchandise it has to offer. Obviously, it would be a waste of space to make appeals to persons of any class unless one had the merchandise or the bargains to satisfy such people when they came to the store. The point may seem too simple to require comment, but many advertisers err by making their advertising either too "fine" or too "cheap" for the class of goods carried.

NOTE.—No unpleasant discrimination is intended in the use of the words "up" and "down," and "fine" and "cheap." The words are employed as those easiest to understand. In fact, from the standpoint of an advertising man, it is much more difficult to advertise so-called cheap goods than fine goods. The largest remuneration to advertising men today is paid to the advertisers of the middle and bargain class.

OUTLINING A STYLE

TYPES OF CUSTOMERS

23. Importance of the Right Tone.—A new advertising manager, by a careful study of the character of goods carried and the class of trade in which the store finds its greatest custom, having settled in his own mind the general policy to be adopted, is next confronted with the question of

how that policy can best be reflected in his advertising. In other words, he must settle on the *style* of his announcements, the term meaning here not the typographical style, but what might be called the "literary" style; that is, the tone and manner of the appeal to the public.

This is a matter that depends largely on the intelligence and good taste of the individual and is another of those points which put the profession of advertising far above the class of a mere trade and into the highly paid lines occupied by brain workers. Success in this line of work must necessarily and properly depend on the inherent common sense and adaptability of the advertising man rather than on his mastership of rules and formulas. What follows, therefore, should be accepted merely as general guidance.

24. Necessity of Considering Individual Types of Customers. The principles that control the preparation of an appeal to any class of the public differ little from the principles that would guide a person in addressing individuals. A method that is followed by some of the best-known writers of advertising is to select as a type some known person of the class addressed, and to consider everything in the light of what that person would think of it.

The three great classes of department-store customers, then, may be represented by three individuals. As about 85 per cent. of the business of all department stores is done with women, each of the individual types will be represented by a woman.

Type A.—Mrs. A is the wife of a millionaire manufacturer and the daughter of a wealthy lawyer. She is a college graduate and was brought up from childhood in an atmosphere of wealth, refinement, and luxury. She is well read and well traveled, leads in her social circle, and spends from $5,000 to $20,000 a year on her household, herself, and her children. She trades in a Class A store.

Type B.—Mrs. B is the wife of an artisan earning from $12 to $25 a week. She has had only a limited education, reads slowly and with some difficulty, does her own house-

work, and has to make every dollar do the work of two or three. She is naturally on the lookout for bargains and is a fair type of customer of the Class B stores.

Type C.—Mrs. C is an "average" woman—the wife of a young lawyer or business man that earns from $1,500 to $15,000 a year. She has had a good common-school education, has active church or society interests, reads several of the magazines and at least one good paper, is a woman of taste and culture, and has a keen eye for style and quality in merchandise. She knows a bargain when she sees it and is always glad to see one, yet she is in a position to buy at "regular" prices when attracted by beauty or novelty. She deals a little in Class A stores and occasionally in Class B stores when the bargain inducement is strong and genuine, but most or her trade is in Class C stores. She is the woman whose custom has built up the largest and most profitable retail establishments of the United States.

25. Different Forms of Address.—Obviously, it will not be well to address types A, B, and C in the same way. Therefore, the advertising man should determine which woman best represents the class coming to his store and keep her constantly in mind. In some way, every man has knowledge of actual persons of these three types, and in appealing to his selected class of public, he should address them precisely as if he were addressing only one of these actual persons.

QUALITY ADVERTISING

26. Class A stores, making their appeal to women of whom Mrs. A is a type, put their entire force into the *quality* of merchandise. The reduced price is often not even mentioned except in times of "clearance," and is always made subordinate. The advertisements shown in Figs. 1, 2, and 3 are typical examples of quality advertising. When introductions, or "editorials," are used—which rarely happens—they are couched in formal and precise language. Strictly speaking, such advertisements as those shown in Figs. 1 and 3 do not represent advertisement writing at all.

They are merely carefully arranged and neatly set words, and can scarcely even be termed descriptions. The advertisements of stores of this class make little or no pretense to force business, as they are addressed to persons that are supposedly unaffected by the customary arguments of low prices.

This style of advertising is the easiest and least effective of all and seldom requires the services of an advertising man so far as its writing is concerned, but it does require very careful selection and description of merchandise. So far as concerns this Section, quality advertising may be dismissed with this reference, although the examples shown in Figs. 1, 2, and 3 should be studied as object lessons in the colorless and formal style often demanded by stores of this class.

BARGAIN ADVERTISING

27. Class B, or the bargain, style of advertising, represented by the advertisements shown in Figs. 4, 5, and 6, is still extremely common, although it is being gradually displaced by more conservative advertising. It will be noted in these examples that price is everything. Often, in such advertisements, not one item is mentioned at a regular price. The introductions, when there are any, are couched in highly colored language, redolent with superlatives. Everything is "best" or "biggest" or "lowest priced." The strongest display is given to price figures.

The so-called "better-class" stores affect to ridicule this style of advertising, but it cannot be dismissed with a sneer. These examples should be studied carefully, because there is no doubt whatever that the style is wonderfully effective with the class of women to whom it is addressed. It rests with the advertising man to determine whether this is the most effective style for his store and whether he can improve on it for his own use.

28. Advantages and Disadvantages of Bargain Advertising.—This bargain style is of course intended to

reach women that can grasp figures more easily than words—to whom low prices mean more than anything else. It has the advantage in that it is "quick-result" advertising. Being based on specific offers of a specified lot of goods, usually for one day's selling only, the results, if they come at all, come on the heels of the insertion of the advertisement. Results are usually large if the offers are genuine and if the statements made are written in an earnest, convincing style.

The bargain style has its disadvantages in that there is little continuity of result and no great business-building power. It concentrates attention on underpriced goods in which there is usually the smallest profit, and gives little foundation for the steady, matter-of-habit buying of unadvertised staples in which the best profits of a store are usually made. The clientele of such a store, being taught to expect bargains from it, remain interested in nothing but bargain offers.

29. Unprofitableness of Bargains.—The foregoing remarks bring up an extremely important point, which, while more strictly within the province of the merchandise man or the general manager, should receive careful attention from the advertising man, as the public representative and spokesman of the store.

It may be considered as a general rule that genuine bargain offers in themselves are not so profitable to the store making them as offers of regular-priced goods would be. There are exceptions, of course. For example, it frequently happens that the purchasing power of a large establishment will enable it to buy what is called a "job" of goods from some dealer or manufacturer at a price so low that the merchandise can be offered at prices far under the regular prices and still show the regular profit to the store. However, in honestly conducted and truthfully advertised stores, the bargain offer is more frequently made at a loss of a part of the usual profit; sometimes, at a loss of all the profit; and occasionally, but rarely, at an actual loss.

It is plain, therefore, that if a store advertises nothing but bargains and sells nothing but advertised goods, it will not do a profitable business, although it may be crowded with customers from morning until night. The advertising man must never forget that a busy store is not necessarily making money; this depends entirely on what the customers are buying. This fact is often overlooked even by department-store proprietors themselves until they are reminded by the sheriff that it is easier to draw a crowd than to make money out of it.

30. Bargains Used as Attractions Only.—The whole theory of bargain advertising, therefore, is to attract customers in order to sell them other goods than those advertised, on which a profit can be made. In a broad sense, bargain offers are best used to make the store popular. A constant hammering on the lower price is supposed to create a general impression on the public that everything in the store is cheaper than it can be had elsewhere. Thus, when a woman, especially of the type B, wants goods of any kind, she goes to the store that has a reputation for underpricing, no matter whether the goods are actually advertised that day or not; and it is on the regular sales so made that the store makes its profits.

31. Developing of Bargain Hunters.—The theory mentioned in the preceding article often works to perfection in practice. But where active competition exists, as for instance, when there are two or more Class B stores in the same town, each hammering away on the bargain principle, this style of advertising is likely to develop a class of so-called "bargain hunters"; that is, it will teach the public to wait until the goods actually desired are advertised at a bargain price. In such a case, the business will go to the store that advertises the strongest bargains and the greatest number. The rivalry thus developed is unfortunate for the stores, as none of them can spare the space nor the energy to push regular goods in their advertising. In order to make their profits, it is necessary either to exaggerate the values or to "switch" customers to regular-priced goods when they come in for the bargains.

To such an extent is "switching" carried on by stores that have long been addicted to the "nothing-but-bargains" advertising that some of them have a standing rule to the effect that a salesperson that makes a practice of selling to a customer the goods actually advertised will be dismissed. It is scarcely necessary to add that these stores are not doing a dignified nor an increasing business.

Bargain advertising of this kind must, in the long run, be disastrous to any store that practices it. Faced with this dilemma, the best store managers and the most successful advertising managers (for the two must work hand in hand) are those who can best combine the presentation of regular-priced goods with bargain attractions.

MIDDLE CLASS OF ADVERTISING

32. The happy medium between lifeless or dignified quality advertising and injurious bargain advertising is *Class C*, which may be called the **middle**, or **common-sense, class.** This method is the one that is followed today by the most successful stores, and it is these stores that are listed in this Section as Class C, or middle-class, establishments. Class C advertising, now produced by the most prominent and highest-salaried advertising men, is very rapidly displacing all other kinds, especially in the larger cities. While it is well to be prepared to produce any kind of advertising that is demanded of him, the ad-writer must be especially versed in the principles of Class C advertising. It is beyond doubt the most successful style, because it is based on good business principles, but it is infinitely more difficult than either the colorless Class A or the highly colored Class B style. Class C advertising requires in the advertiser a high degree of judgment, a thorough knowledge of human nature, and, in its best examples, much literary ability. However, all these essentials are possible to any one that will take the time to study and acquire them, and the rewards, as in the successful accomplishment of all difficult pursuits, are certain and adequate.

PREPARATION OF ADVERTISEMENTS

COLLECTION AND SELECTION OF MATERIAL

METHODS FOLLOWED BY ADVERTISING MEN

33. The question of advertising policy and style having been determined, the next important questions are what is to be advertised, how the material is to be found by the advertising manager, and what considerations shall govern his choice of matter, when choice is necessary.

34. Getting Copy From Buyers.—In ample time, before the advertisement is to appear—a time depending on circumstances, which will be discussed further on—the advertising manager must collect from the buyers the items that are to be featured. Usually, the buyers themselves will attend to this; sometimes, however, to the embarrassment of the advertising man. In all stores there are certain buyers that are keenly alive to the value of advertising. These men or women require no "prodding"; they will flood the advertising office with matter for publication, often to the exclusion of other departments, the buyers of which are not so eager nor so progressive. It is the duty of the advertising manager to regulate this matter so that all departments in need of advertising will get it.

35. Taking Care of Weaker Departments.—As a general rule, the stronger departments do not need so much advertising as the weaker ones, yet it is usually the strong departments that try to get the lion's share, partly because they have more to talk about and partly because they are usually controlled by stronger and more aggressive buyers. The task before the advertising man is to build up the weaker

departments without sacrificing any of the growth of the stronger ones, and it is one that requires skill and thought.

36. Merchandise as the Controlling Factor.—Advertising alone will not build up a department; it is the *merchandise* that really governs the situation. If a department is weak because it does not have the right goods, all the advertising in the world cannot help it much. This condition is one for the general management rather than for the advertising man, although the latter should never hesitate to do what he can toward criticism and improvement.

37. Advertising Man as a Critic of Merchandise. The most prominent advertising men today are those who combine with their advertising work a good knowledge of merchandise and a keen eye for detecting faults. The more the advertising man can, by criticism and suggestion, do toward improving the merchandise, the more valuable he is to the store. In all stores, he is given great rights and powers on these lines, provided he is competent to exercise them, and in many stores, he himself is the merchandise critic. If, then, a department is weak because of its merchandise, the advertising man should first of all try to secure improvement. If the merchandise is good and is worthy of being advertised, he should advertise it. If the buyer of a department does not come to the advertising man, the advertising man himself must go to that department and inject some energy into it.

38. Keeping Informed on Conditions.—Of course, the advertising man should keep thoroughly informed on what every department is doing. He should keep his finger, so to speak, on the pulse of the store as carefully as the manager himself does. In practice, however, it will usually be found that the manager will take care of this end of the task, and will either supply the advertising man with a list of the daily sales or will tell him from time to time what departments need pushing. It is with a thorough understanding of what each department is doing and ought to be doing that the advertising manager accepts his copy from the

buyers and prepares to lay out his daily advertisements; sometimes, however, the system provides that this be done on specific instructions from the management.

39. Pushing of Sales.—The mere fact that the buyers should and usually do supply the advertising man with information does not relieve him from the duty of exercising independent action when circumstances require it. If, as has been stated, a buyer does not now and then come to the advertising office clamoring for publicity, the advertising man must, if the department needs publicity, go to the buyer and clamor for "leave to print."

40. "Slow" Goods.—It is the advertising man's duty to supply the inspiration and energy that the buyer may lack. In a certain department, for instance, there is a line of goods that does not sell. The advertising man may see the goods lingering beyond their time, or his attention may be called to them by the buyer or the merchandise man. It is the duty of the advertising manager to sell these goods, and at the full price if he can. In this case, there is no reason for advertising the goods except the desire to sell them; that is, there is no reason that will appeal to the reader. The advertising man must be prepared to meet such an emergency with selling suggestions that will either furnish an incentive to the public to come in and buy or at least furnish some good, or apparently good, reason for advertising them.

41. Methods of Getting Out Slow Goods.—It is, of course, impossible to supply suggestions that will cover the entire problem of disposing of slow goods, for no two cases are likely to be the same. Again, the advertiser must depend on his own wit and ingenuity, without some measure of which he cannot hope to succeed. Some examples may be given, however, as illustrations of the way this frequent emergency has been met.

A certain very "loud" pattern in ribbons did not sell. The advertising manager, being appealed to, suggested that the ribbon be made up into bows and placed on straw hats for children. The hats were then advertised and sold at a low price.

A store had a large quantity of low-priced silk in an "off" color—a rather brilliant blue. The bright color made it unsalable as a material for dresses or petticoats. In this case, the advertising manager suggested that the silk be transferred to the blanket department and made up into comfortables, which were then sold at a special price.

A New York store had a line of women's shoes that did not sell readily because they had unusually heavy soles. They might have sold in midwinter, but the advertising manager was asked to push them out in July. As it was the beginning of the vacation season, he advertised them as "Stout shoes for mountain climbing and country wear" and sold them in a week.

42. Lowered Price as a Selling Argument.—While such schemes as the foregoing are often valuable, and while the advertising man must suggest them when possible, the argument that is most direct and effective is unquestionably a *lowered price*. It is well to find some good excuse for lowering the price other than the unsalability of the goods, but if there really is no other reason, give *that*. Say frankly, "These goods were bought by us to sell at a dollar" (or whatever the original price was); "we thought them worth a dollar, and still think so, but apparently you do not agree with us. Very well, take them at 50 cents, but get here early if you want one."

COPY FURNISHED BY BUYERS

43. Kinds of Copy Furnished by Buyers.—In most cases, the buyer will supply selling talk for his department in some form or other. The copy received from the departments will vary in character, just as the temperaments or abilities of the buyers themselves vary. Some of the copy furnished will be very carefully studied out and cleverly written, and again some of it will be hastily and carelessly prepared. Occasionally, but not often, items will come up to the advertising office in a form that can go into the advertise-

ments without changing a word. Other items will be outlined in a way that will leave even the most experienced advertising man in doubt as to what the buyer is talking about. The two examples that follow were selected from copy furnished to the advertising manager of a large New York store, and will serve to show both the best and the worst forms of copy that may be expected.

EXAMPLE 1.—*Mr. Advertising Manager:* — Please advertise on Tuesday night, for Wednesday's selling, a special lot of 200 women's coats that have just come in. They are in the receiving room now and you can look at them. All of them are heavy winter coats for every-day use in cold weather and are made of an all-wool cheviot in black and navy blue, with a warm interlining and a lining of Venetian serge that will last as long as the coat will. Silk sleeves, that slip on easily. Coats are 52 inches long; cut in a new and sensible double-breasted model; stylish and warm. A woman can wrap herself up in one of these and laugh at the weather. They are very prettily braided; really very handsome coats. We have been selling coats exactly like these for $18.50, but the maker needed money pretty bad and I got this lot at a third less than his regular price. We'll sell them at $12.50. Give me a good picture and big space. Good thing for business women and those who have to be out evenings.

JOHN JONES, *Buyer*

This memorandum is good copy; almost any one could construct a telling advertisement from such vivid and comprehensive details.

Now observe a memorandum from another buyer—one that has little or no idea of what is good advertisement copy.

EXAMPLE 2.—Women's suits in a new style, greatest value ever offered. Advertise them Tuesday for Wednesday at $20.

JOHN SMITH, *Buyer*

In the case of example 1, the advertising man need see the goods only to verify the buyer's claims for them (he should invariably examine the goods). In the case of example 2, no guidance at all is given; the advertising man must examine the suits himself and collect the facts that will make them sell.

44. Securing Data by Questioning the Buyers. The advertising man can collect his facts best by a sort of

cross-examination of the buyer that fails to provide the proper data. In the case of the suits, for example, the advertising man should take up the separate pieces and, while examining them, he should ask the buyer questions about the cloth, the color, the style, the collar, the lining, the stiffening, the buttons, the plaits, the hem of the skirt, the workmanship, and various other features of the garments that will interest women. If the advertising man does not make it too apparent that he is searching for selling points, but asks questions and talks more as a shopper would, the buyer is more likely to give out the real information about the goods and tell why they can be offered at the exceptional prices.

If the advertising man finds that the price of the goods offered is very low he should learn just why the price has been cut. Are they going out of style? Are some of the sizes missing? Are they the entire output of a manufacturer, bought at a very low figure? Are they from the stock of a bankrupt former competitor? Whatever the exact reason is for the cut in price, the advertising manager must ascertain it.

If the buyer says the goods are especially fine, the advertising man must question him to find out just what constitutes the high quality.

45. Amount of Writing Done by Advertising Managers.—How much actual writing the advertising man will have to do depends on himself, the size and character of his staff, and the kind of copy his buyers furnish. Some department-store men have very little copy written by the buyers, preferring to have their own writers get information from the buyers and then do the actual writing themselves. Other department-store men follow the plan of letting buyers write just as much copy as they will; then they modify, add to, and improve this copy as much as possible. Still other advertising men follow both systems, assigning writers to the department of buyers that are not good at preparing advertising data.

Where the advertising man has no staff, he, of course, does a great deal of writing; where he has a very capable staff, he may content himself with writing introductions, preparing copy for the departments that are to be featured, and editing the entire advertising thoroughly, eliminating, adding, and improving.

Some men new in department-store work make the mistake of doing practically no writing, but use buyers' copy just as it is sent in. This practice is a confession of weakness.

FORMING THE ADVERTISEMENT

46. Making the Layout.—The advertising manager, having received from the buyers, or having collected of his own accord, the material for an advertisement, now approaches the task of putting the copy into type and before the public.

The first step, after the advertising man has locked himself in his office, is to take the collected material and go over it carefully. It will be necessary to decide what items deserve the largest spaces and the best positions; that is, the "feature" items, as they are called, will have to be selected. After this, it will be necessary to decide which items may be omitted altogether, as not worth advertising, or which ones may best be sacrificed in order to give room to matter of greater importance. The final task, before writing the advertisement, is to consider the arrangement of the various items into a well-balanced and composite whole; that is, to make a layout.

47. Giving Prominence to All Departments.—It must not be assumed that because some items are of less importance than others the ad-writer is justified in hiding them. As a matter of fact, careful attention must be given them in order to prevent them from being overshadowed by the features. It is the duty of the ad-writer to arrange the items so that any part of the whole advertisement will be instantly apparent to any one that may be looking for that

Challenge Sale of Silks:

Amazing Values at the Big Store Tomorrow

Argument is unnecessary—detailed description would be superfluous—these Silks at these prices were never equaled—will never be surpassed. No store will approach these economies.

Oil Boiled Black Taffeta, all pure silk, worth 60c for 28c

Peau de Soie, all silk, black, for full costumes, 50c
Peau de Soie, 36 inches, black, all silk, guaranteed to wear, or anew piece yard, this fine lyons fabric, worth $1.00—Challenge price, per yard, 79c
Oil Boiled Taffeta, black, 27 inches wide, for petticoats, worth 64c—Challenge price, per yard, 64c
Crepe de Chene, black, all silk, all inches wide, heavy quality and beautifully woven and dyed, worth $2.50—Challenge sale price, per yard, 1.45
Grenadines, all inches wide, black, all silk, for evening costumes, worth $2.50—Challenge price, per yard, 1.45

Colored Silks for Summer Waists, Skirts and Dresses

Silk Foulards—colored, full line of colored grounds with white figures, will make evening summer dresses, worth 25c—Challenge price, per yard, 16c
Wash Taffeta, all silk, 36 inches wide, all soft, in white, lemon and cream pink, light blue, and red tone, worth 45c—Challenge price, per yard, 38c
Satin Foulards—in black and white and white and black polka dots, very all the vogue, worth 75c—Challenge price, per yard, 45c
Oil Boiled Taffeta, 27 inches wide, all silk, in white, lemon and cream pink, light blue, and red tone, worth 75c—Challenge price, per yard, 50c
Japan Silk—27 inches wide, white and cream, extra fine quality, full line of tones, worth up to 50c—Daily Challenge price, per yard, 33c
Peau de Cygne—18 pieces colored, yard wide, all silk, in plain and changeable light and dark colorings, worth $1.00—Challenge price, per yard, 50c

Novelty Silks—100 pieces—the very latest styles and colorings—these goods we purchased by a lucky chance and will give our patrons the benefit of it—as prices were less than 75c, and some worth up to $1.00—Challenge price— 29c

Clothing Challenge

With a Bargain Significance

M. Scepter, Sons & Co., 15 East Fourth street, New York, sold us their entire overstock of men's custom weight suits at 50c on the dollar—this unusually large purchase was our good fortune, because in Scepter, Sons & Co. are among the most celebrated makers of high-grade clothing in the United States, and these garments represent their choicest efforts.

2,000 Suits and Overcoats at less than cost to make

Men's All-Wool Scotch suits of neat worsted cheviots, heavy cashmeres and tweeds in solid or two-tone patterns and colorings, very dressy and well and splendidly tailored, all styles in choice lasts, for 5.00
Men's $15, $16 and $20 Suits, made of fine imported worsteds, black and white checks, neat and subdued worsted, staple and two and three colored cheviots, cassimeres and tweeds, in the latest and most desirable patterns, splendid custom tailoring, hand-made buttonholes, hundreds of styles to choose from, 8.00
Men's $15, $16 and $18 Overcoats, in medium extra long and full cut, in black and fancy cheviots, many of these suits have two pairs of trousers, choice of the assortment, 8.50

Boys' All-Wool Knee Pants, in cassimeres, fancy cheviots and in unfermyer effects—will prove to be duplicated in our Challenge Sale prices of 1.50

Men's All-Wool Pants, in stripes, pin checks, and in unfermyer effects—will prove to be duplicated in our Challenge Sale prices of 1.00

Men's Fine Pants—this is made of pair of heavy all-wool cassimeres, in neat patterns, etc., in fine, dark and medium shades, to 2.00

Men's Pants—the kind that the merchant tailors charge you—all the correct stripes, checks and mixtures, and fabrics used per 3.00

Boys' All-Wool Long Pants, in cassimeres, fancy cheviots, in all the correct patterns, sizes 14 to 19 years, 2.95

Boys' All-Wool Long Pants, in cassimeres, fancy cheviots, in all the correct patterns, sizes 14 to 19 years, 2.95

Sewing Machine for 12.75

We will place on sale tomorrow one carload of fine sewing machines, made by the celebrated Standard Sewing Machine Co., of Cleveland, Ohio, and guaranteed by them for twenty years—the machine is one of the latest improved drop head machines, with the head covered up with cabinet work. They are the most reliable and durable machine made, and are sold by them at $20.00 each. The machine has the following attachments: Automatic tension, self-threading shuttle, automatic bobbin winder, self-setting needle, self-regulating feed, self-adjusting pressure bar, self-adjusting balance wheel, self-lubricating bearings, and a full set of needles, oil can and screwdriver. They are guaranteed by the factory as well as by us. Each machine is packed in a handsome oak case, and will arrive in time for you to use it. Instructions as to its use are sent with every machine. Challenge Sale price, 12.75

Drugs, Toilets, Rubber Goods

Tooth Brushes, assortment of 10c, 15c and 25c brushes at 5c
Hair Brushes, genuine bristle, 11 row, worth 50c, for 25c.
Castile Soap, 4-lb. bar for 25c. Castile Soap, with wash rag, for 5c.
Armour's White Floating Soap, 6-cake bar, per dozen, 10c.
Triple Extract Perfumes, any odor, bulk, per ounce, 15c.
Absorbent Cotton, best quality, 1-lb. roll for 25c. Pure Borax, per cake, 5c.
Hot Water Bags, 2 qt., worth 75c—25c. Packages of Peroxide, 5-oz., bottle for 25c.
Cosmo Talcum Powder, 25c size for 15c. Cosmo Talcum Powder for 5c.
Dr. Hamilton's Pills, 25c size for 15c. Dr. Hamilton's Pills, 50c for 25c.
Cuticura Soap, 25c size for 15c. Cuticura Soap, 50c size for 25c.
Cuticura Ointment, 50c size for 25c. Cuticura Ointment, 25c size for 15c.
Cuticura Resolvent, $1.00 size for 50c. Cuticura Resolvent, 50c size for 25c.
Cuticura Talcum, 25c size for 15c. Cuticura Talcum, 50c size for 25c.
Cuticura Soap, Ointment and Resolvent, $1.25 size for 75c.

Men's Furnishings. Boys' Shirts

Men's Suspenders, heavy elastic web, leather ends, with patent slide, worth 15c—Challenge sale price, per pair, 7c
Boys' White Shirts, unlaundered, made of fine muslin, with reinforced bosom, detached linen bosom, sizes 12 to 14, worth 25c—Challenge sale price, 15c
Men's Shirts, made of fine muslin, with laundered

L. Cooper & Co's
MI-ANNUAL
LENGE SALE

:30 a. m. the Big Store ushers in its Semi-Annual Challenge
vent now famous in every part of the United States and particularly in Chi-
ssion which every shrewd shopper looks forward to. It is not a sudden in-
twice-a-year feature of this great organization and signifies that we challenge
heap as we do. In the sense that we use the word it has become synonymous with
our department managers spend months in the hardest planning and closest buying. It is positively
ty to purchase these goods at anywhere near the prices we ask. Hundreds of extra clerks have been
nd floormen to direct you to departments.

ll Suit, Skirt, Coat, he City of Chicago

tailor-made Suits, Coats, Skirts and Waists for immediate
aterials, cut in the very latest styles, and trimmed according to the best
tailor; guarantee will maintain the full significance of this sale.

Dress and Walking Skirts

Skirt, made of splendid habit cloth, and with unbleached crop points, skirt lining and underfacing bindings, very well lly worth $3.50—Challenge Sale price,

1.90

cloth Dress Skirt, made very full
satisfied, each seam finished with welted seam, three
in silk straps overlapping ending with dog points at front side
ade to sell for $7.00—
Sale price,

4.90

ta Silk Dress Skirt, graduated flounce
ed with satin bands, ripping, and stitched in
ches of skirt finished with two rows of 21-inch ruffles,
ffles with velveteen binding, made to sell for $7.50—

3.75

ta Silk Dress Skirt, wide flounce of
ed with satin bands, ripping and stitching, with three
nmercial lining, velveteen bound, very
ective dress skirt, worth $10.00—
Challenge Sale price,

5.90

Wash Waists and Silk Waists

Shirt Waist, made of percale, pretty striped, wide band down
front, edged with straps of self material—Challenge Sale price,

19c

Shirt Waist of good percale, French back, front trimmed with
tucks and embroidery, sleeves have tucks and cuffs—Challenge Sale price,

25c

Shirt Waist of India lawn, made with 12 rows of pin tucks down back,
sleeves have pin tucked at yoke, finished with embroidery medallions, new
French sleeves, tucky tucked neck—Challenge price—

50c

Shirt Waist of white silk Rhadsyl Panama cloth, tailored, made with
deep inverted plaits at back, 4 wide silk plaits at front, wide tucked headband with
large pearl buttons at front, new sleeves, pointed cuff, worth $2.50 Challenge,

1.65

Tailored Waist of Sicilian cloth, made with tailor folds, front
and back, new collar finished with bone to stand, worth $2.50—Challenge price—

1.98

Taffeta Silk Waist, in all colors, front handsomely trimmed with num-
erous rows of tucks and fancy hemstitched stitched satin effect, entrimmed with silk bin-
ason, back has rows of tucking, new sleeves, new pointed collar—worth $3.98
—Challenge price—

2.98

Challenge Sale of Corsets

Corset Waists for boys and girls, sizes 1 to 14 years, jeans and shirred seams, some embroidery trimmed, worth from 35c to 50c—Sale

12½c

FLATTERS ABROAD INVADING HOMES.

How Is the Time When Troops of Strangers Inspect Your Linens and Pictures

"We wish to come to and look at your house. This agent says he's got the right."

The real estate agents of the present day have a habit of coming to the front in times of stress. They lose nothing of the patience and suavity which are the stock in trade of their profession, and whether the fortune of war is for or against them they are to be found with the same ill humor on their faces. It takes a lot to make them angry, and they are quite able to make allowance for a man who, in the course of the month's business, has had to tell a dozen people that the house they want to look at is not for sale, and that the owner does not want any more visitors, and then to find that the agent's word is not believed by the people who have come to look at the house.

Sunday afternoon is the busy day of the real estate agent. He begins it very early. About 10 in the morning he has a private call from a client who wants to look at a house. He sometimes finds himself taking the inspection of the house by the owner, who is out for the day, and who has left instructions with the agent that nothing requires said of visitors, but that they are to be allowed to look over the house.

Seniors Don't Talk It.

The owners as a rule do not have private conversations with the agent when they are showing him a house. They are content with answering any questions and giving a few information about the drainage of the building there. But it is not always the house that they are anxious to show. They are also anxious to show the agent that they are living in a style which is quite up to the average, and that they are in a position to buy furniture, but as they own all the furniture they have in the house they are not likely to buy it.

Last Sunday afternoon one fashionable agent had a client who was looking for a house in a certain locality, but he was not very particular about the house. He had given a number of reasons why he did not want to live in the locality, and he had also given some of the reasons why he wanted to live in the locality. He was a young man, and he was going to be married shortly, and he was looking for a house which would be suitable for himself and his wife. He was not particular about the number of rooms in the house, but he was particular about the number of bathrooms. He was not particular about the number of bedrooms, but he was particular about the number of servants' rooms. He was not particular about the number of floors in the house, but he was particular about the number of lifts. He was not particular about the number of windows in the house, but he was particular about the number of electric lights. He was not particular about the number of doors in the house, but he was particular about the number of bells. He was not particular about the number of chimneys in the house, but he was particular about the number of fireplaces. He was not particular about the number of roofs in the house, but he was particular about the number of gables. He was not particular about the number of walls in the house, but he was particular about the number of windows. He was not particular about the number of floors in the house, but he was particular about the number of lifts. He was not particular about the number of doors in the house, but he was particular about the number of bells. He was not particular about the number of chimneys in the house, but he was particular about the number of fireplaces. He was not particular about the number of roofs in the house, but he was particular about the number of gables. He was not particular about the number of walls in the house, but he was particular about the number of windows.

Men's clothing at 14.75

MEN'S suits, top coats, and cravenettes, with deft er fabrics, better tailor work and more style than you probably have ever seen at this price.

The suits are all new spring patterns, as well as handsome qualities in plain blacks and blues.

The Top coats are different lengths; in whipcords, coverts, and black unfinished worsteds.

The cravenettes are splendid grades, with as good tailor work and style to them as you'll wit pay you to look them over; all sizes, choice at only

14.75

Boys' blue and black Easter suits.

Double-breasted knee pants suits, 6 to 18 years, and three-garment knee pants suits—coat, pants and vest—in all of the new spring patterns and fine blue serges, not a cotton thread in them, but pure wool quality; new and fresh styles, suits that have the right sort of look to them, and look dressy. Choice of above in blue or black,

3.95

Exquisite Easter millinery

PARIS created the styles in millinery. Poiyanne, Rebaux, Esther Mayer, and a few other famous French artists design the hats that are worn by the smartest dressers throughout Europe and over our own country. They have all the neatness of color, beauty of design, suggestion of spring, taste and charm about them that requires the handiest of a Parisian artist, who knows so well how to blend these requirements so masterfully that the hats are not overtrimmed, but rich, simple and beautiful. Of course the cost of these imported hats is extremely high, and in order to supply these styles at the greatest possible saving, our own expert milliners have made exact counterparts of the hats shown in the swellest Parisian shops, and have priced them at a savings of one-half or more

As Easter approaches and the need of new spring headwear becomes more urgent, the importance of a very special assortment of women's stylish trimmed hats, every one a more remarkable value, which we place on sale Monday at five dollars, is very significant. All can be safely said

$5

Other trimmed hats at 2.50, 3.75, 7.50, 10.00 and up to 50.00

Neckwear and veilings

FANCY Easter neckwear, the newest effects in stock collars, stock ties, and other stylish neck dressings—an immense assortment to choose from, and some unusually attractive values are offered tomorrow, at 95c, 48c and many at

19c

Mallne neck bows or ruchings with bead, lace quillings, in white black and colors; special on Monday only

19c

Venice lace collars, desirable shapes, good quality,

48c

Novelty patterns in white, black, colors; special price

1.95

Black liberty silk collarettes, made extra full with long ends; a special sale for Monday at only

39c

Fine lace collars, in numerous assortment of the newest styles, consisting of real duchesse novelty, Renaissance collars and cascades, Irish crochet effects, with silk and satin trimmings, all sorts of new fancy shapes for Monday at

25c

Easter stickpins, a good 25 cents' assortment to choose from, at

25c

Easter sale of gloves

NOTEWORTHY reductions on gloves suitable for confirmation and Easter wear—

Women's white kid gloves, strictly new, with two rich black pearl-stitch points, in wrist length—special Monday, per pair

60c

Women's white kid gloves, in the new spring styles, the real thing with embroidered backs, in assortment of clasp-and-pearl

1.00

Women's white gloves in mail-bag glove that shapes the hand beautifully, fleece lined, with pearl buttons—Monday

1.25

Children's white kid gloves, two-clasp styles, light weight, with pique or P. K. sewing, all sizes, 5 to 8 years

75c

Children's fine lisle thread gloves, in two-clasp pearl clasp, with embroidered backs, assortment guaranteed to wash; special Monday, per pair

12c

Boys' white cotton gloves, in all sizes, with elastic wrists, special price, per pair

39c

Men's and Boys' Furnishings

MEN'S fine white dress shirts, open front and back, with detached cuffs, made of fine soft finish muslin, with linen bosoms, in a variety of pleats and plaits, regular value 1.50; special Monday

1.00

Men's

SALE

Women's and Men's Spring Wear Catalog; mailed free on all items.

The Fair

ESTABLISHED IN 1875 STATE, ADAMS AND DEARBORN STREETS

great possibilities of this Easter Sale ord would be COMPLETE. Every sale a success from every standpoint tomorrow. Not one thing has been chandise, the grand display of correct prices at which the goods are marked d good taste. Tomorrow's offerings n cannot afford to overlook.

Easter hosiery specials

WOMEN'S black cotton stockings and women's black lace openwork lisle thread stockings, all well made, absolutely fast dye, five gauges, great values, Monday, per pair. **19c**

Women's black stockings, open-work, lisle thread, lace pattern in the tone and all around. New spring hosiery in the shades to match Easter gowns of women's finery, embracing silk stockings in black and colors, silk gauntlets and fine gauged lisle thread tops, we offer many special values up to 1.00

Children's black cotton stockings, heavy rib, double knee and toe, special price, Monday, per pair **10c**

We bought all the small lots of men's fancy socks Willow Brook had on hand and dozens of sample pairs which we had to them by French and German manufacturers. The socks sold them up to as high as 50c, but they are all worth—spread over the whole assortment—per pair— **25c**

Special Easter ribbon sale

WHITE ribbons are going to be worn a great deal this season for belts, collars and trimmings. We place on sale Monday a great many different weaves, in plain and fancy white ribbons, at money-saving prices. Our experts have makers will make to your order any styles of bow whole you want.

At 10c per yard—5-inch taffeta white jacquard moiree ribbon and 5-inch moiree taffeta ribbon.

At 12c per yard—5-inch fancy French white taffeta, moiree and satin taffeta ribbon.

At 15c per yard—6½ inch white taffeta and 5-inch fancy French white taffeta and satin taffeta ribbon.

At 18c per yard—6-inch all-silk white moiree taffeta and five fancy taffeta ribbons—special value.

Footwear for Easter

AN immense line of stylish spring footwear, and in many instances, values that offer a great opportunity to economize. Take the assortment of women's fine shoes that we offer at $3.95, by far the most complete and satisfactory assortment we have ever shown at this popular price. We are particularly anxious to have you see two of these new lines in women's dress shoes. They are strictly high grade, have Louis XV. heels, cloth or leather tops, light, flexible soles, patent leather or kid tips and trimmings, and are beautifully cheap, quality and style considered—per pair. **2.95**

Women's new spring shoes, in patent leather, vici kid and surpass kids, with leather or cloth tops and with or without patent tips. We want to show at the price quoted you will not be able to duplicate these shoes elsewhere—every pair a splendid value—per pair **1.95**

Boys' and girls' shoes, in kid and calfskins; shoes that are built to wear, notwithstanding the low **85c** prices quoted Monday—

Holliday's black marvel shoe polish, regular 25c size—special Monday **10c**

Spring underwear offers

ONE of the special bargains in the underwear department Monday is a lot of women's wide umbrella skirts, made of cambric, with two umbrella flounces, trimmed with two rows of torchon lace insertion and edge to match, every one shows securely and of good reasonable quality; special reduced price— **85c**

Women's drawers, made of extra quality cambric, with umbrella ruffle, cluster tucked and trimmed with 2 rows of torchon lace insertion and edge **19c**

Women's fine cambric drawers with two flounces, 3 rows of wide Valenciennes and torchon lace insertion and 6-cord embroidered scallop Monday **39c**

Women's Empire and Nainsook gowns, made of fine, sheer nainsook, well tucked at yoke, with embroidery trimmed—see window display— **39c**

Women's bishop and Nainsook gowns, made of fine, sheer nainsook, well tucked at yoke, with embroidery trimmed—see window display— **59c**

Women's chemise and skirts, made of fine, sheer nainsook, well tucked at yoke, long or short sleeves, trimmed with Valenciennes lace and ribbon, also open trimmed—very embroidery trimmed— **85c**

Women's vests, low neck and no sleeves or Richelieu ribbed and lace trimmed, silk tape in our 25c garment—special Monday for only **17c**

Women's corsets, pink, fine satin sateen, perfect fitting, long hip and back, well boned, sizes 18 to 30 **39c**

Grand new ornament rose buckle or trim set with drop stones—Monday.

White goods

WHITE India lawn, dainty sheer dress material, 40 inches wide, made from selected Sea Island cotton yarn, and worth fully 25c more than the price we ask for it when Monday, per yd., **8c**

White mercerized waistings, all lengths, in a great assortment of new figures, fancy stripes, brocades, chevrons, and exclusive weaves, as well as a number of others—ask to see them—special price Monday, per yard **29c**

Embroidered linen squares, 20-inch, with elaborate hand-embroidered corners, exactly all linen hand drawn and hemstitched, a most desirable article for use on dressers and tables, special Monday, each **39c**

Great comb sale

AN immense assortment, consisting of 5,000 pairs of this season's newest designs

in shell and amber side combs, clasp and turn-over top combs, some in plain, in endless variety of all that is new and correct, will be placed on sale Monday, at prices that good accords not cheap job lot, but are all last quality, the finest productions of the most celebrated manufacturing houses of

Spring laces

GREAT sale of torchon laces —an importer's entire stock—bought at big reduction —The assortment includes an immense variety of patterns; fine, medium and heavy qualities—four special lots—at, per yard, 3c, 5c, 7c & **1c**

Plain white cambric ruchings, 3½ inches wide, plain and cluster plaits, goods worth two and three times the price, asked, yard, **29c**

Point de Venise straight band insertions, in white and butter color, 3 to 5 inches wide—special price Monday per yard **39c**

Black straight band insertion—Guipure effect—up to 8 inches wide—our every special price Monday per yard **25c**

Easter hats

MEN'S hats for spring wear are now ready, a line that far surpasses any we have ever shown before, in shapes, styles, and shadings, at lower prices. It is the height of folly to buy elsewhere without first inspecting our line.

Men's soft and stiff hats that we firmly believe cannot be equaled anywhere else at **2.00** prices are offered now—

The Langley, the world's best three dollar hat, a soft and a stiff shape, many colors and shades to select from, at some better special prices—

Woodenware

WOODEN water pails, painted and grained, with 2 hoops, **10c**

Sieve boards for ironing skirt waists, to keep the bosom of the garment clean, **5c**

Wooden clothes rack, extending from 4 to 6 feet, for drying clothes, **5c**

Wooden clothes pins, 4 dozen in a family size—or about 5 dozen in a case of special lot Monday, **70c**

3-wire hanging clothes line, 50 feet, made very strong—Monday for **50c**

Curtain stretchers, 3-foot size, folding, full line, made with 49c brass pins—Monday special

Hard wood pillow boards, 14 inches long, 6 inches wide, 1 inch thick, good for all kinds **5c**

Cotton clothes rope, 25 feet long, for any wash room, Monday **9c**

Birchwood clothes pins, 4 dozen in a package, warranted not to split, special Monday **5c**

Lace curtains

CURTAIN strips in fancy strips ruffed muslin, also plain, 3½ yards long,

Northumberland curtain strips, 3 yards long, some can be **21c** had—special Monday each

Ruffled muslin curtains in plain and figured dot muslin, full 50 inches wide, 3 yards long, reduced from **1.00** $1.50 Monday per pair

Irish point plain center curtains, with lace edge, 3½ yards long, 50 inches wide and 2½ yards long, 45 inches wide, with latticework **2.00** edge and insertion, per pair

Cable net curtains, requisite and Arabian designs, also popular brussels curtains, 3½ yards long, 50 inches wide, per pair **3.00**

Combination sale of yard goods, lace edges, 5c

Short lengths of the best grades of fine lace curtain nets, in white and ecru, 5c

Baby go-carts

WE offer for sale Monday baby folding go-carts, like illustration, full sized, with cane back and reversible rubber tire steel wheels, easily running, **2.95**

Reclining go-cart, with adjustable back, rubber tired wheels, full size, **5.95**

Baby carriage, with adjustable hood, upholstered cane seat, rubber tired wheels, full size, **7.95**

Cross Mangles, 3 sizes, for the Price Comparison Corn, for the Guernsey, special, 1 lb. for 10c Fruits, Quinces & Apples 15c

In drug store

Abbey's effervescent salts, at 17c Epsom salts, 1 lb. package, Monday for 3c

Horlick's malted, proprietary 39c Wine of Cardui, Monday at 69c

Lemmon's, vanilla extract, only 23c

Ayer's Hair Vigor, Monday, 83c

Cresgrain breakfast food, only 19c

Bull's cough syrup, Monday at 19c

Cream tartar, quarter pound, at 9c

Worth blood balm, regular, 85c

Bellodonna plasters, Monday, 8c

Hay's Hair Health, Monday, 39c

Rosara dropsine tablets, at 25c

Pond's extract, large size, 69c

Condensed mineral powder (in 75c Child's Carter's Little Liver Pills, 19c

Cream Mangrin, 2 oz. jar, for 19c

Guernsey, special, 1 lb. for 10c

Fruits, Quinces & Apples 15c

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Combination sale of yard goods, lace edges, 5c

Short lengths of the best grades of fine lace curtain nets, in white and ecru, 5c

Special rug bargains

OF great money-saving importance to tempt you to make purchases while goods are so completely underpriced—we will do well to investigate and compare prices. If requested, rugs purchased at this sale will be held until early fall days.

Hand-made Yoso Japanese rugs, direct importation from Japan, one full, every rug made specially for us, marked at our selling, at all sizes and styles, and as a clearance—every special price for Monday only is

Royal Wilton velvet rugs, manufactured by J. W. Dimick Co., designed, colorings and texture exact reproductions of finer goods. These rugs will become the favorites when once seen 9x12 feet, **17.50**

Bromley's all-wool Smyrna rugs, new ideas, fresh goods, all new spring patterns—9x12 feet, special price **1.95**

Carpet specials

All-wool ingrain carpets, 27 inch Brussels effect ingrain carpets, an elegant line of handsome new spring designs and colors, a carpet we have been selling at 35c per yard, special, per yard **25c**

Tapestry Brussels carpets, same as above, in borders, halls and stairs to match, a carpet literary and dining room effects, per yard, **50c**

Floor oilcloth, extra heavy quality, 4/4 yard wide, in this season's choicest patterns, per yard, **16c**

China mattings, in fine checks and chess centers, the quality we have sold for 40 to 50 per yard, special price Monday, per yard **2.50**

Oriental rugs and carpets

Serebends, Kazaks and Kurdistans, a large and choice assortment, offered Monday at only **24.50**

Bidrous and Cucasians, modern small rugs, in a variety of rich Persian Monday at only **9.50**

Anatolian Sarouvag rugs, 3 yards, choice of, at, reduced to **1.75**

Khivas Bokharas and Cashmere rugs, in desirable sizes, at very moderate prices

Tabriz—one lot of 50 rugs, 3 yards long, 2 yards wide, choice of the entire lot, Monday, at **15.00**

Two lines of furniture

WE HAVE secured the entire surplus stock of the Hafner Furniture Co. of Chicago, and the entire sample line of the Royal Manufacturing Co. of Rockford, Ill., at two of the greatest price reductions ever granted a retailer by the manufacturers. These two consignments of parlor furniture of all kinds, including suites, chairs, lounges, couches, davenports, book cases, combination book cases, china closets and many other pieces. We place the entire purchases on sale at the same time and from our regular retail prices as we secured from the manufacturers. The two accompanying illustrations give but a meager idea

of the exceptional values this sale affords. There are so many bargains included that the full significance of the sale can only be realized when a personal inspection has been made.

Combination bookcases, china closets, solid golden oak, carved top, fancy mirror, writing desk and carved fall bookcase—Monday special **7.95**

Parlor chairs, like cut, mahogany finish, reseat back with fancy panels, upholstered seat, covered with fine figured goods in choice colors—for **2.95**

New spring wall paper

YOU will find in our wall paper department the latest conceits in velvet, at prices which will undoubtedly astonish you.

Fine tapestry papers, two **35c** rolls effect—Monday at

Tapestry patterns in bold room papers, special Monday, per roll **4c**

Rich parlor papers, gold and **10c** silver effects, Monday at

Wall paper, suitable for all **2c** rooms, on sale Monday per roll

EVERYBODY HAS A PICTURE TAKEN

Some Girls Get Nearly Photographed with Each New Gown.

PRETTY good way to get about right on the world for fresh ideas is to go to the photographer's. The photographer is the man who is always on the lookout for a fresh way to sell or dispose of his wares. He is the man who is always ready to show you the latest thing in the way of a picture. He is the man who knows the latest fads in the picture business, and he is the man who is always ready to show you the latest thing in the way of a picture.

Cost $2000 a Dozen.

Now, the photographers, one and all, realize that they must keep up with the procession, and that they must have the latest ideas in order to please their customers. They must have the latest ideas in order to please their customers. They must have the latest ideas in order to please their customers. There is a Washington woman who has just had a dozen photographs made of herself, and when she got them she found that she had made a mistake in the way she had her hair dressed in the pictures. She had her hair dressed in the latest fad in the way of a pompadour in different poses, and when she got the photographs

line of goods, while the feature departments must fairly shriek for attention. To use an expression originating with a well-known New York advertising man, "the feature departments are made so that they *must* be seen, while the others are made so that they *may* easily be seen."

A great many buyers will insist on getting a position at the top of the advertisement, but the fact is that the position at the top is not essential to prominence if the layout is carefully made, as may be seen by referring to Fig. 11.

48. Importance of the Layout.—A good layout should give an attractive general effect and at the same time display each department in such a way as to make it easily seen. An arrangement like this is of more importance than may be imagined at first thought. A carefully arranged, well-displayed, department-store advertisement invites attention as a whole, while an advertisement carelessly laid out, with its items thrown together in a confused manner, is not only unattractive in its general effect but usually wasteful of space and weak in its display of the smaller items. This is clearly illustrated in the advertisements shown in Figs. 12, 13, and 14.

49. Proper Person to Make Layouts.—It is the practice of some department-store advertising men to send their copy to the printer with no instructions, or very little, as to layout and arrangement. This is a lazy and inefficient way, and is almost certain to produce unsatisfactory results. This important detail should always be taken care of by the advertising man.

50. Giving Prominence to Small Items.—In making a layout, as has been stated, the best plan is to give attention to the smaller items, as the "features" will usually be big enough to take care of themselves. Emphasis and prominence are given to these small items by the judicious use of position, paneling, white space, and display. A careful study of the various examples in this Section, particularly those shown in Figs. 15, 16, 17, and 18 will bring out this fact clearly.

Gimbel Brothers | Gimbel Brothers | Gimbel Brothers | Gimbel Brothers | Gimbel Brothers | Gimbel Brothers | Gimbel Brothers
PHILADELPHIA, MONDAY, SEPTEMBER 8, 1902

Women's Suits, Wraps and Furs : Formal Opening

NO store specializes like a big store—none can. While there is one general management of the stocks we sell of, each division has its chief—more than one of whom travels abroad for independent observation and buying. This thoroughness has tended to center at Gimbels the largest Philadelphia business in these lines, and today's Opening is merely the unpacking and showing of the garments we've spent months in planning and gathering. It is

An Authoritative Showing of the Best *and* Most Practical in Women's Wear

While the exhibition of Paris costumes is a utter event, Paris was closely studied in the production of the garments shown today, and we have many direct importations on view today

Evening and Carriage Wraps and Fur Garments from Storke of Paris
Swagger Coats from Ferras of Paris
Mantles and other wraps for elderly women, from Coburg of Paris
Jackets from Favian
Furs from Revillon Freres.
Evening Wraps and Carriage Wraps from Hinzeman of Paris, and
Elegantly-tailored Coats and Jackets from Manheimer and from Kraft & Levin of Berlin.

The dress styles are stated in two words: long lines. Skirts in pleats or folds to give this effect; sleeves with pleats running down. But few garments are plain—sleeves of dresses and of the elegant fur garments fit close at wrist and gauch between the wrist and elbow. Trimmings are introduced liberally—Arabian and Irish Point lace being favored. In the fur garments lace is used as appliqué.

Slender figures are helped by long-skirted blouse with the suit; rounded figures will affect the position back with short peplum skirt.

Purple is the Evening Gowns are handsomest of all—Velvet, Brocades or dotted Net, Silk Net, Point d'Esprit, figured Mousseline and Peau de Cygne—the soft clinging silks.

An idea almost new is the distinct collection of House Dresses—the costumes for midday good enough in which to greet the chance caller. These dresses are of changeant and black Taffeta, dotted Velveteen, Moire Silk and Peau de Soie. Prices of these run from $16.75 to $35. The simpler the neck-fixings worn with these the better the effect.

Separate skirts have a store and management of their own. Unquestionably a grace and correctness about them that does not mark skirts as a rule—the difference possibly most marked in the walking skirts, where the "set" is everything. $2.95 to $750.

The most elegant **Fur Scarfs** are useless as warmth-givers, being worn down on the shoulders and not close to the neck. The scarf should be flat and as broad as your purse will permit. One neck-piece, a Marmiera, of Russian sable, is $1200. We'll make a muff to match of for $750. Muffs muffs! are the most-fashioned barrel shape. Any departure is good.

Brocaded Persian Lamb coats ($200 to $325) pose as the fashionable fur of the year. Then Squirrel—made up with ties ($125 to $175). Of course, black is the most-fashioned, as never discredited. Not Electric Seal (coats $25 to $55).

The exhibition is ready—the Autumn style-setting event of the Gimbel Store following the splendid millinery show. Welcome. No cards.

Opening of
Silk Waists
Some from Paris
$2.95 to $60

Two Silk Bargains

In addition to the Second-floor Salons with their collection of silks running to the limit of elegance, we fill two counters on Main-floor Grand Aisle with silks that are simply great bargains—

35c for 75c and 85c Taffetas and crystal corded Bengalines: largely in the high colors favored for petticoats.

50c for 65c Black Taffeta, a bright, durable weave.

Ample lots at each price. —Grand Aisle—Main floor.

Corsets—Less Than Half

95c, regularly $2.50 and $3—That's the story in brief. Though that doesn't give the great news that they're P. D. Imported Corsets. And imported stores a great deal in Corsets. The base thing is low. Easy and flexible. But best of all—the shape is just what present fashions demand. Long, close-fitting hips. Stays get treats. The best low. Skilful y proportioned and gored. The price is a good deal less than half. The Corsets have dainty embroidery busts.

—Third floor, Corset Store and Grand Aisle.

Dress Goods : Opening Days

The new Salons for colored and black Dress Goods, on Second floor, are opened today for the formal introduction of such a collection of dress fabrics as lovers of the beautiful will appreciate.

When Louis XI took Picardy from Flanders he little thought that he had secured for France the spring of eternal beauty as dress stuffs. But he had, and to this day when Monsieur le Couturier wants some new finery he goes to some of the towns of Picardy and gets his ideas worked out by those quaint, painstaking weavers on their hand looms.

As a rule, but two or three dress lengths are produced. It's just as easy to weave something else as to repeat an endless sameness on those hand looms. So of this little we wanted a share—and we have it. Pekins of Rheims, Vincent, France, Wallies, Pequin, Bayadere and Desert agreed that we might have a dress length from most of their novelties—for we are large customers of these great dressmakers. Not so much to be sure—$1.50 to $6 a yard.

With the busier weavers of France we made direct mill connections, and, while there are eight years of planning and hard work back of this Fruitden, the Dress Goods store seems to have come with a bound from the common place to the limit of elegance.

We Invite Our Public's Inspection and Criticism. The store is for your satisfaction—not ours

What is the fashion? In colored goods are the mottles showing here that have or some-colored warp with some plain, if only colorblock of the body came of the goods. The French are great for working the plain and mottled effects together—some dainty cloths have silk stripes running across the warp.

Then there are the shimmering dress fa ds of silk fabric, as of some variation of stripe, as in those of Rheims, London Pekins (e.g.—more warp than a grenadine. A ultra-soft Poiret's and make up prettily. Then there are the Bayaderes, to run many lines. $1.50 a yard. Then the Pequins at $2 a yard.

The store of carriage clothes is of the heaviest stuffs we've stored for. Bayaderes at $2 a yard is good—the boring something.

Dark-color inconspicuous plaids are good—very good.

Black is good, but black-and-white is better. Black and fibers are more different weaves in black than in color—endless variety where variety seems hardly to exist.

Meyers black Zibeline is to be the popular Fancy-looking, some with short and some with long nap. $1.50 to $2 a yard. Camel's-hair weaves are high favorites. 75c to $2.25.

Broadcloths are $1 to $2 by counter-selection most, and fine ones from $2.50 up.

Crepe de Chine is good, in both black and colors. Wool and silk.

But enough A new era in Gimbel dress goods—a leadership now as in silks and dresses and millinery and shoes.

The Salons are roomy, light and elegant

—Second floor—East side.

The New Upholstery Store is Ready

THOSE who know the stores of this country and Europe agree that, as an upholstery store, this is the finest in the world. But a fig for that—the surroundings are merely as they should be to house the goods we have gathered for interior decoration—and to hold the supplies that we'll come as a continuous and sufficient stream to meet Our Public's needs.

Mixture of Paris and Marbury of Paris, and Waring and Bigly and Hennecotts at Marais and Jules Hamelin. And Bergerot, Dupont et Cie and Blondel and Saint Frere and Favour Freres—all of Paris—are helping us to serve you. Each and all of them have contributed largely of the goods on show today

We've gone into the upholstery business in a new, broad fashion Manager Duffy, who is past-master of his art, as Philadelphia knows, has spent the Summer abroad, making business connections that lift this store to a new plane, and studying interior decoration as it only can be studied in France. The Louvre is an inspiration, the museums are schools of technique and the Versailles is a liberal education. The Palace of the Kings—built by Louis XIII and amplified by Louis XIV—the garden front a quarter of a mile long—this low rambling splendor two stories and an attic, for the most part, with fountains so elaborate and intricate that it costs $8000 to play them of an afternoon. The gorgeousness of the interior typifies the extravagance that ended the monarchy; but as an inspiration to the decorator it holds lessons to be learned nowhere else, and to be seen, considered in making The Home Beautiful, even where the expenditure a dimes to the Louis thousands.

Look at the reps and damasks and velours and tapestries we had woven—matching inspiration into stitches and fabric! It's so new, and it's all 6ee—for the modest home and for the most elaborate suite or house that we can be called upon to embellish.

Some things do not translate happily. French windows, made to open door-fashion, are draped with the Bon Femme—a one-piece curtain with ruffle or flounce at the bottom. Troublesome. We in Philadelphia, with windows that merely slide up and down, prefer the Grandes Dames—full-length flounced sash curtains hung in pairs or French panels (narrow pairs or wide single pieces) with border all around.

But the story of the styles and of the goods would fill the page Enough. The new store is ready—lace curtains and all —Sixth floor.

Book Cases : An Item That May Stand for the Completeness of this Furniture Store

THERE are a hundred and twenty-five styles of Book Cases here—now after row, count them $3.50 to $135. Homes for books. Mahogany, golden and weathered oak. Some at a bargain—always something cropping up at a special price, because there is always somebody who needs quick money more than goods—

Mahogany Book Cases: handsomely carved; highly polished, French bent, carved Cupid feet, two glass doors, two drawers, 48 inches wide, 10 inches deep, 54 inches high. $47.50 value at $30.

Mahogany Book Cases, two glass doors; nicely carved; highly polished; 51 inches wide, 14 inches deep, 54 inches high. $40 instead at $25.

Mahogany Book Cases, two glass doors; nicely carved; highly polished; 51 inches wide, 14 inches deep, 54 inches high. $80 instead at $55.

Mahogany Book Cases, two glass doors; nicely carved; highly polished; 51 inches wide, 14 inches deep, 54 inches high. $90 instead at $65.

Mahogany Book Cases, two glass doors; nicely carved; highly polished; 51 inches wide, 14 inches deep, 54 inches high. $100 instead at $75.

Mahogany Book Cases, two glass doors; nicely carved; highly polished; 51 inches wide, 14 inches deep, 54 inches high. $120 instead at $85.

Mahogany Book Cases, two glass doors; nicely carved; highly polished; 51 inches wide, 14 inches deep, 54 inches high. $200 instead at $135.

Oakwood Golden Oak Book Cases—two glass doors, claw feet, 36 inches wide, 10 inches deep, 54 inches high. $25 instead at $17.50.

Oakwood Golden Oak Book Cases—two glass doors, claw feet, 36 inches wide, 10 inches deep, 54 inches high. $30 instead at $20.

Oakwood Golden Oak Book Cases—two glass doors, claw feet, 36 inches wide, 10 inches deep, 54 inches high. $40 instead at $25.

And yet book cases are only quoted to show the completeness of the lines Suite for bedroom, parlor, dining-room or library? Single piece? We venture to say there are more single pieces here in each line than in any other store in the country

We are closing these Children's Chairs out—another section of the store is to handle them radically Hence, reduced—

Children's Rattan High Chairs, birch frame, cane seat $1.25 from $2.25. $1.75 from $3

Children's Rattan Rockers, birch frame, woven cane seat $1.75 from $2.75. $1 from $1.75

The Gimbel Carpet Store

Is so Stored as the Upholstery Store is

Carpets, rugs, mattings, linoleums, oil cloths, curtains, portieres, draperies, upholstery goods, furniture coverings, bedding, mattresses, springs, pillows, cushions, couches, divans, lounges, cots, chairs, rockers, tables, desks, screens, mirrors, pictures, frames, clocks, bric-a-brac, lamps, shades, fixtures, gas logs, fireplace furnishings, fenders, andirons, screens, coal hods, tongs, shovels, stoves, ranges, refrigerators, kitchen cabinets, kitchen tables, kitchen chairs, kitchen stools, kitchen utensils, kitchen crockery, kitchen glassware, kitchen cutlery, kitchen tinware, kitchen woodenware, kitchen enamelware, kitchen aluminum, kitchen sundries, kitchen furnishings, kitchen conveniences, kitchen labor-savers, kitchen everything.

The 14TH STREET Store
6th Ave's Busy Corner
New York
HENRY SIEGEL, Pres.
Vocal Gems From
"The Merry Widow!"
19c
for eight of the most popular of the big hits of this beautiful light opera. COMPLETE IN BOOK FORM.
Contents—
For I Love You So.
Vesta Victoria's Newest Song.
9c
Another Day! Rushing Out the Big
Purchase of Women's, Misses', Juniors' and Children's COATS from Bauman & Sperling, 12-16 East 14th Street
AT 33⅓c ON THE DOLLAR!
MISSES' COATS—Chevrets, Kerseys and Mixtures; long; prettily trimmed; loose box styles; excellent variety of fancy values; sizes 14, 16, 18 and 20 years. $3.85
GIRLS' COATS—Made of Good Fancy Mixtures and Melton Cloths; three-quarter or full length; high storm collars; sizes 8 to 14 years; $3 value. $1.45
ERASKIN COATS—Snowy white; full nap; for girls 2 to 8 years; worth $2.98 $1.69
WOMEN'S AND MISSES' COATS—Very fine all wool Kerseys, Broadcloths and Imported Mixtures; loose and tight fitting styles; some lined throughout with satin; some beautifully trimmed; sizes 32 to 40 bust; and 12 years and 34 to 40 bust; $15 values $7.85
WOMEN'S AND MISSES' COATS—Three extra, Kerseys and Fancy Mixtures; 50 inches long; loose box, collarless styles; some nobly trimmed; some yoke lined; sizes 14, 16 and 18; and 34 to 42 bust; $10 values $5.85
GIRLS' COATS—Fine all-wool Chevrets, Kerseys and Fancies; three-quarter length; pretty trimmed; stylish and serviceable; sizes 6 to 14 years; $7 values $3.85
MISSES' COATS—Beautiful light fitting and 30 inch loose Broadcloth Coats; elaborately trimmed with silk braid and lined throughout with satin; great variety of styles and colors; sizes, worth $15.00 $9.85
CHILDREN'S COATS—Of all descriptions; styles too numerous to mention; all at the one price. $3.98
WOMEN'S AND MISSES' $5.98 satin and black tyrie cassy suits; large pillow muffs, with long, wide throw ties, set a lined $2.49
GRAY ASTRAKHAN COATS—Lined throughout with grey plaid flannelette; sizes 2 to 6 years; worth $3.50 $1.94
GIRLS' COATS—Worth up to $10. Fine Kerseys, Chevrets, Mixtures and Broadcloths; sizes 6 to 14 years. Very stylish and warm. $4.85
GIRLS' COATS—Fine all-wool Chevrets, Mixtures, etc. Some prettily trimmed; storm collars and new sleeves; sizes 6 to 14 years; $5 values 2.45
Men's Overcoats & Suits
Continuing with Great Energy the Sale of 6,000 Garments.
The big New Year Clearance Sale! Prices cut in the most drastic and regardless fashion.
MEN'S SUITS—There are but 41 sizes in each to [illegible] a sufficient quantity of sizes to insure an easy selection. Light or dark fancy mixed cassimere cloth and worsted effects. Made in three or four button sack coats, neatly trimmed and tailor made. All seams sewed, pressed and warranted not to rip. All sizes in the lot. 36 Sizes. $5
MEN'S SUITS—Also, domestic fabric suits in the lot, consisting of plain and fancy mixed worsteds, cheviots and cassimeres, and including a very good black Thibet cloth. Made single or double breasted sack styles. Values up to $12 and $15. Sizes 34 to 42 Breast. $7.50
MEN'S SUITS—All Scotch tailor-ed; hand-padded shoulders and hand-felled collars, hand made buttonholes. Every ounce of fabric and style in-dicated in the name. Sizes 34 to 42 breast measure. Regular $20 value. $12.50
MEN'S SUITS—Consisting of single or double breasted sacks, in regular stouts and slim sizes. Every popular fabric, including worsteds, cheviots and cassimeres. Big assortment of black unfinished worsteds and Thibets or cheviots. All these suits are lined with Venetian or wool serge. $10.00 Values $10
Overcoats Reduced.
$8.50 Overcoats, $5.00 | $11.00 Overcoats, $7.50 | $15.00 Overcoats, $10 | $20.00 Overcoats, $12.50
You may choose from any overcoat in stock at these prices. If you want a Melton, Kersey, Frieze, Herringbone Mixtures, Brown, Vicuna, Gray Cheviot Overcoat (or any popular fabric) you can get it in this sale. You save from $5 to $8 on a garment.
WALK-OVER SHOES FOR MEN, AT
$1.98
"Slightly Imperfect"—The sale of swagger 1908 styles. 30 new styles to select from. Button, lace and Blucher styles. Largely calfskin leathers. Sizes 5 to 11. Widths AA to EE. No mail orders filled on "Walk-Overs." Prices,
$1.98 and $2.69
MEN'S DULL VICI KID SHOES. $4.00 values, made by the Walk-Over manufacturers 6 to 12, widths C to EE, pair. 2.69
MEN'S HIGH-CUT STORM SHOES. Made of oil grain; will keep out the water; sizes 6 to 11; pair 2.69
Burnt Wood Outfits.
$1.69 for outfits that usually sell at $2.98. Each outfit includes a good platinum point, fully guaranteed; large rubber bellows; bottle of stain, bottle of varnish and two pieces $1.69
Women's Neckwear
Lord Stanley Cigars, Box of 50, 79c
Seconds of Crooms and other well-known brands. Long filler; mild to medium strength. Only a small quantity of each; nothing to a box. Regular 10c straights and 2 for 15c goods. Limit 2 boxes to a customer. In Direct Light. In the smoker they are precisely like either of the 10c cigars advertised here in which case all $2 worth of cigars for 79c
$5 Worth of 5c Cigars for 25c
This combination, 10 Cigars, all for 25c
1 Pound Can Tobacco
1 Pound Can Tobacco
1 Package Cigarettes
1 Package Cigarettes
Tobaccos Less Than Jobbers' Cost.
4 Packages of Central Union Cut Plug 10c
2 Packages Suburban cut plug of Union Navy Tobacco 10c
1 Package Union Navy Cavendish 10c
1 Package Union Navy Cut Plug 10c
Any of the 5 "Ola" brands of tobacco, the quantity indicated below, for 59c
"SAN JUAN NEWS." Brevas. High-grade shade-grown Sumatra wrapper and Havana binder. Size 5½ x 42. $1.48
"BLUE BIRDS." 10 each 4½ x 42 Cigars in a cedar shape, without the ring. Box of 50. $1.49
"PICK'EM HALE." Domestic cigars of fine quality, box of 50. 79c
"EXPORTO." Perfecto Brevas, clear Havana, but have thick wrapper because of its very fine quality and pleasing taste. Regular $3.00 size 12, box of 50. $1.69
"DIRK." Epicure shape, one of the highest grade Porto Rican cigars; fine quality; regular price $3.00 $1.95
Sponge Cake.
Fresh from the ovens every hour, made from the choicest materials. Plain Sponge and Loaf Cakes, Fruit and Jelly Rolls. 17c
Wines and Liquors.
PORT OR AMONTAD
OLD CROW WHISKEY
WILSON WHISKEY
CANADA MALT EXTRACT
OLD RYE (Canadian), by the bottle or gallon
MARYLAND CLUB RYE
WHITE HORSE OLD TOM GIN
WHOLE RYE HIGHLAND SCOTCH
Fancy Poultry and Meats.
The wholesale prices on meats and poultry are lower than ever. Our selling prices are correspondingly low
LARGE ROASTING CHICKENS 14c
RIBS, STANDING OR ROLLING, very tender 12c
PORTERHOUSE, SIRLOIN OR T-BONE STEAK 12c
SELECTED JERSEY FRUIT, fine, well-fed country 14c
LOIN OF SPRING LAMB, very best quality 15c
FRESH PORK HAM, cut from whole, fresh 12½c
CHOICE CUTS OF BEEF, fresh killed, tender 8½c
YOUNG MARYLAND CHICKENS, broilers or roasters 15c
WHOLE PIG PORK, fresh killed, not to weigh 12½c
FRICASSEE AND SOUP CHICKENS—Wonderfully nourished at less than market prices 11c
LEGS CANADA MUTTON—Prime tender meaty 12½c
DRY PICKLED JERSEY TURKEYS—Fancy selected stock 20c
LEGS OR LOINS OF VEAL—Cut from heavy milk fed calves 18½c
(THE 14TH STREET STORE, Third Floor.)
GROCERIES.
(THE 14TH STREET STORE, Main Floor.)

FIG. 12

An example of a careless and improperly divided arrangement of items. The effect is jumbled and unpleasant—nothing stands out with striking prominence. The use of column rules of the same size as the panel rules adds to the confusion. Contrast with Figs. 18 and 19

Everybody's Talking About This Wonderful Sale

The Entire Stock of Marks Bros., Eighth and Arch Streets—$750,000 Worth at Retail

Mackintoshes for Women and Misses a fourth to a half off Marks' prices. Plaid back, some military, some double capes, some automobile.

Marks' price $5.00, our price $1.98 | Marks' price $6.00, our price $2.50
Marks' price $6.00, our price $2.50 | Marks' price $8.50, our price $4.98
Second Floor.

Snellenburgs

ENTIRE BLOCK—MARKET, 11th to 12th STS.

Hats: Men's, Children's—Those Derby and soft hats for men Marks' asked $1.50 to $3.00 for, are gonne pretty fast at $1. Better rummage through that lot of odds and ends of children's hats and Tam O'Shanters at 25c. Marks' price 50c For 50c you can have your pick of Marks' $1.00 imported mohair Tam O'Shanters in all the newest fancy colors. Main Floor

Snellenburgs Sale—Marks Bros.' Stock

Marks' Suits for Women

Second Floor

It is as we told you: it had to be so. Women are enthusiastic over the bargains and are buying right and left. They're all new. Marks' prepared for a busy season, and the styles are beautiful, and the nicest thing about them is they are good as they look. Think of a Marks' $10.98 walking suit for $6.95! Then think of your pick from a big variety of the latest worsted novelties—they're well tailored and lined throughout...the full seven-gore skirt is fanished with nine rows of stitching. There has been no such event in Philadelphia for years, we tell you. For $12.50 you can have Marks' $16.98 Mercerized Poplin Walking Suits; some of the triple box pleat coat, with velvet collar, have hunting pockets, turn-over cuffs and satin-lined, others in blouse effect—skirt is of the newest model, with inverted pleat at foot or full flare. What do you think of that?

$20, Marks' price $25—Black cheviot coat suits, semi- double breasted bell sleeve, others with the popular fly-front, satin lined Serge, Panne de Soie facing, seven gore flare skirt with mercerized lining. Others in blouse effects at same prices.

$16, Marks' price $17.50—Women's Novelty walking suits in cheviot and Venetian cloth in triple pleat effect coat, velvet collar and cuffs, lined with pearl satin, top pockets, skirt has flare flounce with stitching down front.

$18.50, Marks' price $22.50—Cheviot and Venetian cloth suits, in novelty styles—some fancy blouses, others strictly tailored, stylish, tight-fitting and double-breasted. Skirts are all cut in the newest flare styles with inverted pleat at foot or flounce effects.

$15, Marks' price $17.50—Women's Novelty walking suits in cheviot and Venetian cloth, in triple pleat effect coat, velvet collar and cuffs, lined with pearl satin, top pockets, skirt has flare flounce with stitching down front.

2d Week of the Sale

WHAT a fine week's business we have had! Old Philadelphia and thousands of Philadelphia out-of-towners cannot recall the time any store held such pleased and enthusiastic crowds. There is no mystery about it—with first-rate goods, such as Marks' going at prices really ridiculous it would be strange if people didn't attend by the thousands. And as knowledge of the facts broadens, the popularity of the sale is bound to increase. No one likes to miss an opportunity to buy fine merchandise for a half or thereabouts. It takes to-day

Two Pages to Tell of Marks' Bargains

turn over to-morrow's Inquirer and see what they are, and then a tenth of what you may look for is not told. With all the additional room the old Hood, Foulkrod building gives us we couldn't begin to show you the whole of Marks' $750,000 stock on a week. And if we couldn't show it, how in the world do you expect us to tell you about it in two pages of The Inquirer? We can't. If you want to get any sort of idea of what is really going on, the only way is to come and see. Thousands of fresh bargains jump into view to-morrow.

Snellenburgs Sale—Marks Bros.' Stock

Marks' Coats and Jackets

Second Floor

If one woman in ten horseboots knew of these beautiful montagnac chevlot, double-breasted, box-front, satin-lined jackets with velvet collar, bell sleeves and half a dozen peg pearl buttons at $6.95, we wouldn't have enough to last the day out. Marks' price $11.75. Or of these fine Kersey double-breasted jackets with strapped seams, notched collar faced and lined with satin, finished at edge with rows of stitching, for $9.95, Marks', price $12.75. There are others just as tempting—styles that vie with the most beautiful in the world and of every suitable material.

$6.95, Marks' price $12.50—Box coat for 09 50, semi-fitting, stylishly tailored, satin lined, notched collar, bell sleeves, cracked bottom, flap pockets.

$12.50, Marks' price $17.50—Monte Carlo coats in tan, castor and black kersey, inverted pleat in the back, kersey yoke, satin lining, high collar and revers of Native beaver fur, pointed cuffs on sleeves, six large pearl buttons.

$15.00, Marks' price $20.00—Kersey cheviot coats, strapped seams piped with silk, patch pockets, turn over cuffs, satin lined, finished chet beautifully stitched.

$16.98, Marks' price $17.50—Monte Carlo coats in tan, castor and black Kersey, satin lined, seven gore flare skirts, others with the bell sleeves, tailored, stitched and strapped with satin bands, inverted pleats in back, flap pockets.

Women's fine Silk Coats—some of the finest novelties of the sale:

Marks' $60.00 Peau de Soie Monte Carlo Coats, $29.98 | Marks' $75.00 Peau de Soie Monte Carlo Coats, $37.50
Marks' $90.00 Peau de Soie Monte Carlo Coats, $42.00 | Marks' $100.00 Peau de Soie Monte Carlo Coats, $49.98
Marks' $60.00 Velvet Monte Carlo Coats $30.00 | Marks' $75.00 Velvet Monte Carlo Coats, $37.50

Snellenburgs Sale—Marks Bros.' Stock

Misses' Coats. — Beautiful little dresses for girls 2 to 4 to 14 years, that Marks' asked $2.25 for, are marked $1.50 while the dresses are of woolen materials and are made with pleated yoke, girdle and trimmed with fancy silk, full bertha finished with silk and braid. But you should see those dashing Golf Capes for girls of 12, 14, 16 years at $2.95 instead of Marks' price, $4.98. They're made of double faced cloth, in several shades and come with plaid hoods. For $6.98 you can have a Marks' $9.98 Monte Carlo Reefer of handsome Kersey Cloth, sleeves finished with fancy plaids—colors, brown, blue, castor; lined with satin, sizes 6 to 14 years. If you are buying for a girl of 6 to 14 years, here's a handsome Monte Carlo Coat of extra good Kersey Cloth, on all the correct colors, finished with fine tailor stitching and superbly lined with satin serge, $8.98. Marks' price $10.98.

Second Floor.

Snellenburgs Sale—Marks Bros.' Stock

Clothes for Baby—Such a complete stock of these dainty things as Marks' had is exceptional—and every piece is the very same as of baby-style, cute and exquisitely made. Every piece is bromful of economy—a good deal less than a half of what Marks' asked. Caps of white or colored silk, charming and neatly finished, 25c; Marks' price 98c. Bonnets and caps of colored silk, 69c; Marks' price $1.50. Quaint fashioned poke bonnets that made the dumpled darling look as demure as any Quaker, $1.29 Marks' price $2.25. Long cloaks of coats of white Bedford Cord or Eiderdown, cozy enough for the cutest baby to snuggle in, $1.98. Marks' price $4.50.

Long or short coats in all the new and stylish colors for the pert little miss up to five years, $2.98. Marks' price $5.50.

$5, Marks' price $8—Short Dresses of Habutai Silk in Cream, made from the long French models, also Slips.

$6, Marks' price $9.50—Short Dresses of fine Nainsook, Very dainty and full.

$7.50, Marks' price $12—Dresses with long waist effect, made from the short of the Cambric Dress.

$8, Marks' price $14—Cashmere Flannel Night Dresses, sizes 6 to 14 years.

$15, Marks' price $18—Cashmere Flannel Dressing, gathered full skirt, Empire waist.

$8, Marks' price $12.50—Short Robes made Wrapper, Second Floor.

Snellenburgs Sale—Marks Bros.' Stock

Women's Wrappers—If you want a wrapper of any kind, and don't come to this sale, you are missing something.

We've a set you. Marks' $1.10 Percale Flannelette Wrappers with fancy trimmings, shoulder capes trimmed with braid and ruffles, the tall sizes for those with a deep figure, for 79c.

Marks' $1.50 Percale Wrappers, in fancy stripes, 39 Percale Wrappers, Marks' price at 98c—they're made with braid trimming, full sweep, Watteau back, plain or double shoulder capes finished with braid and ruffles, and the tall sizes, the full skirt trimmed with ruffles, for those with a deep figure.

Marks' $1.98 Percale Wrappers, in the tall sizes all the other wrapper features that are here, that we would take a whole column to describe.

Second Floor.

Snellenburgs Sale—Marks Bros.' Stock

Embroideries — In the lot are edgings, insertings and flouncings. Go through them and you will be certain to find just what you want for baby's dress or underwear. In fact, all the needs of the home dressmaker will be met. You can judge of the kind of goods when we tell you that Marks' sold them for as high as 50c and 60c a yard. our price is 19c.

Main Floor.

Snellenburgs Sale—Marks Bros.' Stock

Embroidery Silk—Belding's wash twist embroidery silk in the smooth-as good assortment of colors. Marks' price 10c a spool our price 5c.

Main Floor.

Snellenburgs Sale—Marks Bros.' Stock

Bates' Seersucker Gingham—Just 1 p n a plain colors—a number of colors and stripes to choose from. Marks' price 12½c; our price 10c a yard.

Main Floor.

Snellenburgs Sale—Marks Bros.' Stock

Shoes, Women's, Children's—You are going to get the best bargains in shoes for children at 1½ a pair—the shoes are of durable leather, used in their making, and the sizes are large as 2. We are selling Marks' 75c Canvas Top Infants, at 49—they are hand turned soles, laced or buttoned, some russet in the lot. Women who have been paying Marks' $2.50 or $3.00 for shoes can get the same here for $1.40—all styles of leather from box calf to patent kid, laced or buttoned, all sizes. Stout wearing boys' shoes of best Imperial calfskin, with full tops, sold throughout, sizes to 6½, Marks' price, $2.00 our price $1.35. Tough shoes for misses, $1.50, Marks' price $2.00—the shoes are of kidskin with patent leather or calf tips, laced or buttoned, sizes 11½ to 2.

Main Floor.

Snellenburgs Sale—Smithsonian Stock

China — Table Service — Decorations and shapes that exquisite are even in the jew dollars a set service for as little as $7.00 —and Marks' got $100—is a very pretty thing. Service for 100 pieces, $17.50. Dinner set with pretty floral decorations. Then there are Marks' $30 dinner set, American ware, at $9.50. Marks' get $13.50—very dainty with its gilt traced edges. This is a dinner set of 100 pieces—has graceful spray decorations.

$11.75 dinner set of 100 pieces—Chinese Ivy set, 56 pieces plate, gravy and sauces. The edges and handles are traced in gold.

$17.50 dinner set of 100 pieces—Marks' price $25.00—the shapes are of the latest design, and the decorations are of a most delicate floral design. Gold traced.

All these latest books at a lower price than other dea'ers date on them.

Snellenburgs Sale—Smithsonian Stock

Book News of Our Own Stock

Main Floor.

Do you remember the picture of Gulliver bound hand and foot—it reminds us how every other book store in town is tied up by the Book Trust. How our neighbors kick and squirm because we have pricked the Trust bubble by selling books at prices they dare not meet. It is a pleasure to us to see how they suffer—and what fun we are having! But we go on selling just the same. Compare our prices with any in town, don't buy of us on ca se you have any money.

	All Others Our Own	Our Price
Cooke, Robin Crawford	$1.50	$ .98
Kindred of the Wild, C. G. Roberts	1.50	1.08
Wood-Folk at the Roaring River, Roberts	1.50	1.08
Heart of the Ancient Wood, Charles G. D. Roberts	1.50	1.08
The Fathers, Frank Norris Hermann	1.50	1.08
Pidgin Island, Hall Caine	1.50	1.08
Pit Pat, Edgar Saltus	1.50	1.08
Pit Pat, Edgar Saltus Trade Edition	1.00	.75
Pit Pat, Edgar Saltus Popular Edition	.50	.39
Lady Rose's Daughter, Mrs. Humphry Ward	1.50	1.08
In King's Byways, Stephen L. Wheeler	1.50	1.08
Lady Baltimore, Owen Wister	1.50	1.08
Lady Baltimore, Owen Wister Popular Edition	.50	.39
The Barrington, Clara Goldsmith	1.50	1.08

Captain Macklin, R. Harding Davis ..... $1.50 $ .98
Lord Ormont, Meredith ..... 1.50 .98
Lord Ormont, Meredith, Popular Edition ..... 1.00 .75
Lord Ormont, Meredith, Cheap Edition ..... .50 .39
Tales of Mean Streets, Morrison ..... 1.50 .98
Tales of Mean Streets, Morrison, Popular Edition ..... 1.00 .75
Tales of Mean Streets, Morrison, Cheap Edition ..... .50 .39
Mrs. Peter Howard, Wilcox ..... 1.50 .98
Mrs. Peter Howard, Wilcox, Popular Edition ..... 1.00 .75
Mrs. Peter Howard, Wilcox, Cheap Edition ..... .50 .39
Pure Lilies to Prince Charlie, Mrs. Alexander ..... 1.50 .98
Pure Lilies to Prince Charlie, Mrs. Alexander, Popular Edition ..... 1.00 .75
Pure Lilies to Prince Charlie, Mrs. Alexander, Cheap Edition ..... .50 .39
Cotton Dorothy, Gertrude Atherton ..... 1.50 .98
Cotton Dorothy, Gertrude Atherton, Popular Edition ..... 1.00 .75
Cotton Dorothy, Gertrude Atherton, Cheap Edition ..... .50 .39

Blankets, Comfortables—Marks' $1.35 Colored Bedspreads, double bed size, 79c. Crib Counterpanes good quality, Marsa Pea pattern, 39c each. Marks' price 50c. Probably these Calforna wool Blankets, full double bed size—white, tan, gray, also plaids—will interest you more than anything in the sale, now that a cold wave is predicted.

Marks' $5.00, gray, $4.10
Marks' $6.50, scarlet, $5.25 Marks' $6 plaids, $4.39
Marks' $7.50, white, $5.98

Comfortables—Silkaline and Sateen covered, filled with pure white cotton, quilted and tufted. Marks' $3.00 for $1.89, 81x90 inches.
Marks' $3.25 for $1.98, 72x78 inches.
Marks' $2.00 for $1.40, 72x78 inches.
Marks' $1.75 for $1.25, 72x72 inches.
Marks' $1.50 for 89c, 72x72 inches.

Stationery—We've taken a thousand boxes of Marks' fine stationery, including Hurd's, Denning's, Hurlburt's and put the price down to 19c—Marks' asked up to 50c a box. Better buy in a good supply while you're about it—now selling when such an opportunity will come again, if ever.

Main Floor.

Music—We've taken a thousand pieces of Music, miscellaneous and vocal, and lay any piece—Marks' price—at 9c. Better prices ran all the way up to 35c.

Second Floor.

Snellenburgs Sale—Marks Bros.' Stock

Peachboxes—Some handsomeness in the Marks' stock beautiful enough for gifts are here for less than half price. Satin beautifully trimmed with lace ruffles; some are hand painted—and there are all colors. Marks' prices were $1.00 to $5.00; our prices are 50c to $2.50 And then there are the leather articles, in which, besides pincushions are plaques, candlesticks, burnt leather articles of many styles and fancies. Marks' prices were 25c to $1.00; our prices are 10c to 50c.

Second Floor.

Snellenburgs Sale—Marks Bros. Stock

Women's Bath Robes — The sort Marks' sold for $3.00 go at $1.95 — they're made of heavy eiderdown, in all the prettiest shades, a beautiful lot of styles.

Marks' $5 styles, $2.95

And the same styles with fewer trimmings, but with the same perfect fit, $2.50

Marks' $7.50 styles, $3.95

And the same styles with fewer trimmings, but with the same perfect fit, $3.50

Marks' $10 styles, $4.95

And the same styles with fewer trimmings, but with the same perfect fit, $4.50

Marks' $12.50 styles, $5.95

And the same styles with fewer trimmings, but with the same perfect fit, $5.50

Marks' $15 styles, $7.95

And the same styles with fewer trimmings, but with the same perfect fit, $7.50

Second Floor.

Snellenburgs Sale—Marks Bros. Stock

Handkerchiefs—Because we have told you only of some of the cheaper sort that we got on this Marks' Stock, don't think that's the only kind there were. Not by any means. The Jacobi Estate handkerchiefs that every woman wants to own, even if she never uses it, be here in plenty that never stop till they reach the $18.00 mark, and that's after the price has been treated with the "Snellenburg Sale of the Marks' Stock" treatment! If you prefer a dainty French handkerchief—Marks' stock has them, too. Here are some every-day sorts that were bought for holiday selling:

Women's linen, embroidered edges and hemstitched, with embroidery just beyond the edge, at 12½c; Marks' price 19c; our price 12½c.

The most elaborate kind and a bit finer thing'sthat are here for 25c; Marks' price would have charged you 39c and 50c for them.

Men's pure Linen handkerchiefs, plain white hemstitched, that were 20c at Marks', we are selling for 10c.

Men's Handkerchiefs, with colored borders and hemstitched—good ones, Marks' price 10c, our price 5c.

Men's and Women's Silk Handkerchiefs, silk embroidered initials—some are plain white, hemstitched, others have colored borders. Marks' price 50c, our price 25c.

Men's and Women's all linen plain white hemstitched Handkerchiefs. Marks' price 15c; our price 10c.

Second Floor.

Snellenburgs Sale—Marks Bros.' Stock

Laces, Veilings—The simple facts about Marks' laces going for a song have brought to everyone that has kept everybody on the jump.

Valenciennes Laces, 2 to 4 inches wide, in a variety of patterns. Marks' price 10c to 15c; our price 5c.

Black Cross Bar, 45 inches wide, chantilly, all silk. Marks' price 25c and 29c; our price 12½c.

Chantilly Edge Net, 18 inches wide, in black. Marks' price 50c; our price 25c.

Shadow Net, 27 inches wide, in white and black. Marks' price 50c; our price 25c.

White and black strappings. Marks' prices 5c to 10c; our price 2½c.

All Silk 45 inch Liberty Silk and Chiffon in colors. Marks' price 39 inches wide, 39c; our price 19c.

Valenciennes Edges and Net Top Laces, white and cream. Marks' price 10c; our price 5c.

Venise Semi-point Galloons, 1 to 3½ inches wide. Marks' price 10c to 25c; our price 5c.

Black Silk Lace Edges, 2 inches wide. Marks' price 15c; our price 7½ yards. Main Floor.

Snellenburgs Sale—Marks Bros.' Stock

Marks' Carpets Go for Very Little

Third Floor

"When you stop and think Marks' opened their carpet store only a little over a year ago you think that every yard is comparatively new and fresh. We could easily mix these in with our own regular stock and get full prices—no one would be any the wiser. But that isn't the way to do business if you want to prosper and grow, is it? All the best makers are liberally represented:

Bigelow Carpet Co. **M. J. Whittall**
Hartford Carpet Co. **Alex. Smith and Sons' Carpet Co.**
S. Sanford & Sons **Dornan Brothers.**

And others that stand at the top. Every piece that Marks' had is marked down like this:

$1.10 a yard, Marks' price $1.35—Body Brussels Carpets, and Velvets, in floral and conventional patterns, in Green, Blue, Plush Carmine, Tan and Brown, with matching borders to match.

$1.25 a yard, Marks' price $1.50—Royal Wilton Velvet Carpets, in floral and conventional patterns, in rich color effects, with matching borders to match.

98c a yard, Marks' price $1.25—Extra Quality Tapestry Brussels, best weaves and smallest line of patterns, with matching borders.

98c a yard, Marks' price $1.25—Body Brussels Carpets, 9-wire, Tapestry effect, in floral and Oriental patterns, with matching borders to match.

75c a yard, Marks' price 90c—Extra Heavy Tapestry Carpets, in floral and conventional patterns, with matching borders to match.

Rug Carpets, Hemstraps—in several designs and colorings, Marks' price 50c each.

Rug Carpets, Hemstraps—in several designs and colorings, Marks' price 75c each.

59c yard, Marks' price 75c—Tapestry Brussels Carpets, in floral and conventional patterns, with matching borders to match.

69c yard, Marks' price $1.00—Three ply Ingrain Carpets, in floral and conventional patterns, with matching borders to match.

50c yard, Marks' price 65c—Ingrain Carpets. Quality all reversible and fashioned reversible—two yards wide.

29c yard, Marks' price 39c—Ingrain Carpets. Quality all reversible and fashioned reversible—one yard wide.

Snellenburgs Sale—Marks Bros.' Stock

Upholsteries, Curtains—In round figures Marks' turned over to us about $47 000 worth of Drapery stuffs, Portieres, Tapestries, Velours, Lace Curtains. Look at the little prices. What bargains!

Lace Curtains—Best Lace Curtains—Best qualities, high class novelty effects.
$3.00 pair, Marks' price $4.50
$3.50 pair, Marks' price $5.00
$4.98 pair, Marks' price $7.50
$5.98 pair, Marks' price $8.50
Lace Curtains—Irish Point, $4.98 Marks' price $6.50
Lace Curtains—Irish Point, $6.98 Marks' price $8.50
Lace Curtains—Irish Point, $7.98 Marks' price $9.98
Lace Curtains—Irish Point, $8.98 Marks' price $11.50
Lace Curtains—Irish Point, $9.98 Marks' price $12.50
Lace Curtains—Irish Point, $11.98 Marks' price $15.00
Lace Curtains—Irish Point, $14.98 Marks' price $18.00
Lace Curtains—Irish Point, $17.98 Marks' price $22.50
Lace Curtains—Irish Point, $19.98 Marks' price $25.00
Lace Curtains—Irish Point, $24.98 Marks' price $30.00
Lace Curtains—Irish Point, $29.98 Marks' price $37.50
Lace Curtains—Irish Point, $34.98 Marks' price $45.00
Lace Curtains—Irish Point, $39.98 Marks' price $50.00
Lace Curtains—Irish Point, $49.98 Marks' price $65.00
Lace Curtains—Irish Point, $59.98 Marks' price $75.00
Lace Curtains—Irish Point, $69.98 Marks' price $90.00
Lace Curtains—Irish Point, $79.98 Marks' price $100.00
Lace Curtains—Irish Point, $89.98 Marks' price $115.00
Lace Curtains—Irish Point, $98.98 Marks' price $125.00
Lace Curtains—Irish Point, $119.98 Marks' price $150.00
Lace Curtains—Irish Point, $139.98 Marks' price $175.00
Lace Curtains—Irish Point, $149.98 Marks' price $185.00
Lace Curtains—Irish Point, $169.98 Marks' price $200.00
Lace Curtains—Irish Point, $189.98 Marks' price $225.00
Lace Curtains—Irish Point, $198.98 Marks' price $250.00
Lace Curtains—Irish Point, $219.98 Marks' price $275.00
Lace Curtains—Irish Point, $239.98 Marks' price $300.00
Lace Curtains—Irish Point, $249.98 Marks' price $325.00
Lace Curtains—Irish Point, $269.98 Marks' price $350.00
Lace Curtains—Irish Point, $289.98 Marks' price $375.00
Lace Curtains—Irish Point, $298.98 Marks' price $400.00
Lace Curtains—Irish Point, $319.98 Marks' price $425.00
Lace Curtains—Irish Point, $339.98 Marks' price $450.00
Lace Curtains—Irish Point, $349.98 Marks' price $475.00
Lace Curtains—Irish Point, $369.98 Marks' price $500.00

Cushion Tops, Oriental tapestry Cushion Tops, finished with fringe, Marks' price $1.50; our price 98c.
Cushion Tops, Oriental tapestry Cushion Tops, finished with fringe, Marks' price $2.00; our price $1.39.
Table Cushions covered with fine Velour, Marks' price $1.50; our price 98c.
Table Cushions covered with fine Velour, Marks' price $2.00; our price $1.39.

Snellenburgs Sale—Marks Bros.' Stock

Thousands of Rugs a Third to a Half Off

Third Floor

They're going fast, these beautiful rugs: it would be strange if they didn't, with prices reduced to a shadow of their former selves. Marks' $40.00 Wilton Rugs, 9 x12 feet, go for $26.50. Marks' $35.00 Smyrna Rugs, 9 x 12 feet, go for $22.50. Marks' $25.00 Rugs, 9 x 12 feet, go for $17.98. Marks' $21.50 Brussels Rugs, 9 x 12 feet, go for $15. Marks' $20.00 Smyrna Rugs, 7½ x 10½ feet, go for $13. Marks' $18 Brussels Rugs, 9 x 12 feet, go for $13.50. Marks' $23 Axminster Rugs, 8½ by 10½ feet, go for $15.98. Marks' $20 Brussels Rugs, 9 x 12 feet, go for $14.50. Marks' $19.50 Brussels Rugs, 9 x12 feet, go for $11.50. Smaller rugs go the same way.

Smyrna Rugs—best quality
$2.45, Marks' price $3.50—36x72 inches
$1.98, Marks' price $3.00—30x60 inches
$3.49, Marks' price $5.00—36x63 inches
$4.49, Marks' price $6.50—36x72 inches
$5.98, Marks' price $8.50—45x90 inches
$13.98, Marks' price $21.75—54x108 inches

Royal Wilton Rugs, in 3 sizes
$3.98, Marks' price $6.00—36x63 inches
$4.49, Marks' price $6.50—27x54 inches
$13.98, Marks' price $21.75—54x108 inches

Smith's Alaquette Rugs. Deep, luxurious pile; handsome patterns
$2.98, Marks' price $4.00—36x72 inches
$1.98, Marks' price $3.00—27x63 inches
80c, Marks' price $1.50—18x36 inches

Linoleum—printed—Parker's, Blabon's and Wilde, well known grades, 2 yards wide
Square yard 59c, Marks' 80c quality
Square yard 49c, Marks' 70c quality
Square yard 39c, Marks' 60c quality

Oil Cloth, all the different widths
20c yd, Marks' 30c quality
29c yd, Marks' 40c quality
24c yd, Marks' 35c quality
19c yd, Marks' 30c quality

Straw Mattings. China and Japan Mattings, all perfect, clean and in full rolls of 40 yards.
$13.50, Marks' $18.00 quality
$10.98, Marks' $15.00 quality
$7.98, Marks' $12.00 quality
$6.98, Marks' $10.00 quality

N. SNELLENBURG & CO. | N. SNELLENBURG & CO. | N. SNELLENBURG & CO. | N. SNELLENBURG & CO. | N. SNELLENBURG & CO. | N. SNELLENBURG & CO. | N. SNELLENBURG & CO. | N. SNELLENBURG & CO.

FIG. 15

A well-balanced display. Note the effect of the paneling in giving special prominence to certain portions of the advertisement

Weather today: likely rain. *Store closes at 5:30.*

These are only a few pinches of salt from our full tables this morning.

John Wanamaker

New Rain-Coats

Women's. A few from Paris today.

Most of them made of light colored silks with a thin lining of rubber. Some are Venetian cloth, rubber lined.

All with the new flaring sleeves; some with capes. $30 and $35.

American rain coats, $10 to $19.

(Second floor, Chestnut street.)

Tailored Suits

for women, built partly on Paris ideas, partly on our own designs and partly on the suggestions made by our customers, are arriving now nearly every day.

Today these:

Corduroy suits with blouse jackets, $25.

All-wool cheviot suits, with drop percaline lining in the skirt, silk lining to jacket, $25.

Venetian cloth with blouse jacket, $20.

(Second floor, Chestnut street.)

What Fur?

women are beginning to ask.

Our opinion:

Squirrel is the novelty of the season; Russian sable, chinchilla, Persian lamb and marten are as good as ever.

It isn't given off hand —we have been consulting for months with the greatest furriers of the world.

Some of our finest furs

Russian sable pelerines, $250.

Barrelled Persian lamb, straight box and carriage muff, $250.

Long chinchilla coats, $130.

Chinchilla and Persian lamb coats, $60.

Fancies with entrances, with Astrakan marten tails, $70.

Natural mink pelerine collars with ermine border, $85.

Chinchilla muffs, $25, $30, $35, $40, $50, $60.

Black wolf, $18, $25, $30, $40, $50.

(Second floor, Chestnut street.)

Underclothes

Makers most of the time and brains of the best American makers to supply this store with enough well-cut, well-made underclothes for women.

Petticoats, $1 to $35.

Nightgowns, 500 to $10.50.

Drawers, 25c to $5.50.

Corset covers, 25c to $5.

Chemises, 35c to $7.50.

(Second floor, Old gallery.)

Baby Clothes

Any store can say it has the finest baby clothes, but not every store can back up the statement with things like these:

French caps, $1.50 to $18.

Long French dresses, $3.50 to $15.

Short French dresses, $2 to $18.

Flannelette dresses, 50c and $2.

Creepers, 35c to $1.75.

(Second floor)

French Ribbons

We have them—but not everybody knows it because we haven't the room to show them well.

In most cases a duplicate of the piece you see here will not be found in any other Philadelphia store.

Plaid ribbons—over which Paris has gone wild—50c to $1.50.

Pompadour ribbons, 35c to $5.75 a yard; including the narrow widths used the broad 22ch ribbons woven with gold and silver threads.

(Main aisle, Market street.)

Corsets

The new fall models are here—straight from Paris.

The corset we think best is the Lilian—it comes in enough different styles and shapes to suit nearly every one. Prices $3.50 to $7.50.

The T. R. is head and shoulders above the rest of the domestic corsets, just as the Lilian is above the others imported.

Some $3.50 C. B. corsets of figured batiste, may be had for $1.98 as long as they last: a maker's close up.

(Second floor, Corset store.)

Black Dress-Goods

Some fine imported black goods, by an accident of trade, have just come to us to be sold for a half to two-thirds of the usual prices.

Figured mohair from England—very bright and lustrous, 46 inches wide and a baker's dozen of different designs, 50c usually 75c.

Mohair picots, 75c usually $1.50. On the figures are puffy like crepon and shiny like silk.

Fine American cheviots, mixed with mohair, 55c a yard commonly $1.

(Northwest of center.)

Handkerchiefs

Even the stores who devote themselves specially to the buying and selling of handkerchiefs do not bring so large a supply from Paris.

The latest arrivals for women have a wide border of real lace woven to fit the square of fine linen in the center. Valenciennes and hand-made mailes lace are used. $9 to $15.

Hand-embroidered handkerchiefs, $1 to $35.

(East of Arcade.)

Real Laces

like jewels or silver, are gifts sure to become heirlooms

The new importation, collected during the summer in Brussels and Ireland, is now ready.

Duchesse	Valenciennes
Rosaline point	Chantilly
Irish point	Irish crochet

(East of Arcade.)

Velvets

Women who buy velvet here are buying from the importer.

They are also buying the new colors selected personally by the chief of the silks and velvets on his last visit expressly for this winter's style.

Black all-silk velvet, $3 to $8.50.

Black silk-face velvet, $1 to $4.50.

Black panne velvet, $1.25 to $2.

Black velour du nord, $1.50 to $6.

Colored all-silk velvet, $3, $3.50, $4.

Colored silk-face velvet, 85c to $2.

Colored panne velvet, $1.50 to $3.

(West Transept and Main Corridor.)

La Mode Artistique

is the name of our new dressmaking room on the third floor.

It stands for everything artistique and high-class in the tailoring and designing of gowns.

(Jewelry Store entrance.)

Select Furniture

An extensive assortment of good things of the best makers, that will always be a credit to us, and a satisfaction to you in your home.

Our choice pieces would feel out of place with a lot of odds and ends from auction or elsewhere, picked up only because they were heralded as "bargains."

Colonial settee, $70; chairs, $20.50; settees, $35.

Mortised oak settee, $60; chairs, $17.50; tables, $18.50.

(Third floor.)

High-Art Wares

China and pottery.

Austrian figures, Doulton vases, Dutch and Bohemian pottery, Vienna vases, Muller art pieces, Paris vases, Vienna and Paris bronzes, Teplitz vases, marble and onyx pedestals.

Exquisitely handsome things—the finest collection ever here, and the largest variety.

(Second floor, around gallery.)

Repousse Silver

A splendid collection of hand-wrought work in sterling silver. All articles of table furnishment, singly or in sets.

We doubted if such a display was ever made in the city before, and certainly no richer work was ever presented here.

The selection includes tea sets, dairy trays, bread trays, platters, waiters, asparagus dishes, 10 of sorts, soup tureens, punch bowls, water pitchers, compotes, bonbon dishes, cracker and cheese boxes, pepper shakers, salts, pickle forks, pepper shakers, salts, pickle forks, pepper shakers, salts, pickle forks

Gimbel Brothers

Fourth Annual Upholstery Sale

8000 Remnants *and* Makers' Samples : Half Price

EACH Fall we group the remnants and short lots of stuffs from our upholstery workrooms, and with them the short pieces—samples and experimental lengths—from the mills that supply our stocks

We are willing to take *half price* for our part, and they for theirs. It's a harvest time for furnishers who want drapery fabrics and for homebodies who wish to re-cover chairs, to make pillows and gather rich stuffs for fancy work.

Today, eight thousand pieces are ready—50-ag eight big counters on **Main floor, Grand Aisle**, and offering fine selection as well on the **Fifth floor Upholstery Store**. Interested? Read on.

The goods are carefully assorted. If a tapestry has design suited for a chair seat we divide it into proper lengths; if for a pillow, cut right for that—and so on.

Sec to 3½ for Pillow Tops or for fabrics for chair seats.
75c for 1¼ yards of Tapestry or Damask—enough for frame arm-chair or two wall-chairs.
$1 for two yards of Tapestry or Damask—for same when frame shows or for three wall-chairs or for large arm-chair.
$1.50 for 2¼ yards of Tapestry or Damask—for over-stuffed arm-chair, for Morris chair cushions or for small couch.

$2 for 3 yards of Tapestry or Damask—for single-door drapery of couch cover or two arm-chairs or four wall-chairs, or lambrequin.
Plain Tasseled Curtains or Couch Covers, 50c, 75c and $1 each. Three yards long; 50 inches wide.
Less than half the full price. All we've kind of sold on Main floor, Grand Aisle. The following on Fifth floor—

Damask and Tapestry goods, broken lots, remnants of our own stock thrown in with the purchase of mill ends and salesmen's samples at half price and less.

Lot 1—All-Silk Damask; five colors, the price was $8 a yard; to close, at $4 a yard.
Lot 2—Reversible Tapestry; 50 inches wide; all light, regular price, $12.50 per yard; to close, at $6 a yard.
Lot 3—Tapestry; 50 inches wide; 12 colors; up-to-date patterns. Reduced from $3.50 to $1.85 a yard.

Tapestry Curtains—enough for one and bottom—
$5.00 Curtains are $2.50 a pair.

$6 Curtains are $3.75 a pair.

Colonial Curtains—$6, $8.75 and $8 a pair—values up to $8 a pair.
Embroidered Curtains—$10 and $12.50 a pair—values up to $18 a pair.
Swiss Net—36 inches wide, 2½ a yard. 108 inches wide, 8½ a yard—half price.

Corded or Fringed Ecru curtains for $2 a pair

—Fifth floor.

Irish Point Lace Curtains—

$4.00 Curtains for $2.00 a pair
$5.00 Curtains for $2.75 a pair
$6.00 Curtains for $3.00 a pair
$6.50 Curtains for $3.50 a pair
$7.00 Curtains for $3.98 a pair
$8.00 Curtains for $4.00 a pair
$8.50 Curtains for $4.25 a pair
$9.00 Curtains for $4.00 a pair

Irish Point Lace Curtains—

$10.00 Curtains for $5.75 a pair
$11.00 Curtains for $7.25 a pair
$12.00 Curtains for $8.40 a pair
$18.00 Curtains for $9.00 a pair
$18.00 Curtains for $9.50 a pair
$14.00 Curtains for $10.00 a pair
$16.00 Curtains for $11.00 a pair
$18.00 Curtains for $12.00 a pair
$19.00 Curtains for $13.00 a pair

Real Brussels Point Lace Curtains—

$8.00 Curtains for $4.00 a pair
$9.00 Curtains for $4.50 a pair
$10.00 Curtains for $5.75 a pair
$12.00 Curtains for $7.00 a pair
$14.00 Curtains for $8.00 a pair
$15.00 Curtains for $9.00 a pair
$18.00 Curtains for $10.00 a pair
$19.00 Curtains for $12.00 a pair
$20.00 Curtains for $13.00 a pair
$25.00 Curtains for $16.00 a pair

Real Brussels Point Lace Curtains—

$30.00 Curtains for $18.00 a pair
$35.00 Curtains for $20.00 a pair
$37.50 Curtains for $22.50 a pair

Nottingham Lace Curtains—

$3.50 Curtains now $1.50 a pair
$4.00 Curtains now $2.00 a pair
$5.75 Curtains now $3.25 a pair
$6.75 Curtains now $3.75 a pair
$7.50 Curtains, now $4.00 a pair

—Fifth floor.

Carpets : Some Very Strong Bargains

If you who read are in the business world you'll understand the trouble we have with carpets. The manufacturing business is so good that the looms can scarce meet the demand. This encourages the makers to mark the prices up several cents a yard—and to repeat the experiment when they feel the market will stand it.

The advances of price are the least of our worries. Trouble is we can't get concessions—and it is almost impossible to pick up worthy goods at real savings.

It will be so for months to come.

Hence, when we offer **bargains** like the following they are worth coming for—and quickly.

These carpets are regular standard goods in every way—

$1 a yard for $1.40 Royal Axminsters

There are twenty really fine styles—ten of them matched with border at the same price.

60c a yard for 70c and 80c Tapestry Brussels

There are thirty-five good styles—some of them really artistic. Nineteen are matched with border

—Fifth floor.

One-of-a-Kind Metal Bedsteads Reduced

Long over-due these acres of floor space devoted to furniture, hundreds and hundreds of pieces! Five samples. Ordinarily, the piece you see and select stands for the stock of that article at the warehouse—the piece you get comes to you free, anywhere.

Not so with these samples—too rapidly for convenience, but unavoidably so in a furniture business that ranks among the few largest in the country. These odd pieces must be cleared out—at a loss, to us—before they have their proper importance, though practically new. That's today's news—one-of-a-kind brass and iron bedsteads reduced about an average

Fourth Less Than Regular Prices

Brass Bedsteads—

3 feet 6 inches, reduced to $40.00 from $75
3 feet 6 inches, reduced to $42.00 from $80
3 feet 6 inches, reduced to $24.50 from $48
3 feet 6 inches, reduced to $25.00 from $50
3 feet 6 inches, reduced to $16.00 from $30
3 feet 6 inches, reduced to $18.00 from $35
4 feet 6 inches, reduced to $45.00 from $90
4 feet 6 inches, reduced to $27.00 from $54
4 feet 6 inches, reduced to $40.00 from $80
4 feet 6 inches, reduced to $24.00 from $48
4 feet 6 inches, reduced to $25.00 from $50
4 feet 6 inches, reduced to $28.00 from $56
4 feet 6 inches, reduced to $30.00 from $60
4 feet 6 inches, reduced to $31.25 from $62.50
4 feet 6 inches, reduced to $18.00 from $36
4 feet 6 inches, reduced to $19.00 from $38
4 feet 6 inches, reduced to $21.25 from $42.50
4 feet 6 inches, reduced to $22.50 from $45
4 feet 6 inches, reduced to $23.75 from $47.50
4 feet 6 inches, reduced to $25.00 from $50
4 feet 6 inches, reduced to $26.00 from $52
4 feet 6 inches, reduced to $27.50 from $55
4 feet 6 inches, reduced to $28.00 from $56
4 feet 6 inches, reduced to $29.00 from $58
4 feet 6 inches, reduced to $30.00 from $60
4 feet 6 inches, reduced to $31.25 from $62.50
4 feet 6 inches, reduced to $32.50 from $65
4 feet 6 inches, reduced to $33.75 from $67.50
4 feet 6 inches, reduced to $35.00 from $70
4 feet 6 inches, reduced to $36.00 from $72
4 feet 6 inches, reduced to $37.50 from $75
4 feet 6 inches, reduced to $38.75 from $77.50
4 feet 6 inches, reduced to $40.00 from $80
4 feet 6 inches, reduced to $41.25 from $82.50
4 feet 6 inches, reduced to $42.50 from $85
4 feet 6 inches, reduced to $43.75 from $87.50
4 feet 6 inches, reduced to $45.00 from $90
4 feet 6 inches, reduced to $46.25 from $92.50
4 feet 6 inches, reduced to $47.50 from $95
4 feet 6 inches, reduced to $48.75 from $97.50
4 feet 6 inches, reduced to $50.00 from $100
4 feet 6 inches, reduced to $51.25 from $102.50
4 feet 6 inches, reduced to $52.50 from $105
4 feet 6 inches, reduced to $53.75 from $107.50
4 feet 6 inches, reduced to $55.00 from $110
4 feet 6 inches, reduced to $56.25 from $112.50
4 feet 6 inches, reduced to $57.50 from $115
4 feet 6 inches, reduced to $58.75 from $117.50
4 feet 6 inches, reduced to $60.00 from $120
4 feet 6 inches, reduced to $61.25 from $122.50
4 feet 6 inches, reduced to $62.50 from $125
4 feet 6 inches, reduced to $63.75 from $127.50
4 feet 6 inches, reduced to $65.00 from $130
4 feet 6 inches, reduced to $66.25 from $132.50
4 feet 6 inches, reduced to $67.50 from $135
4 feet 6 inches, reduced to $68.75 from $137.50
4 feet 6 inches, reduced to $70.00 from $140
4 feet 6 inches, reduced to $71.25 from $142.50
4 feet 6 inches, reduced to $72.50 from $145
4 feet 6 inches, reduced to $73.75 from $147.50
4 feet 6 inches, reduced to $75.00 from $150
4 feet 6 inches, reduced to $76.25 from $152.50
4 feet 6 inches, reduced to $77.50 from $155
4 feet 6 inches, reduced to $78.75 from $157.50
4 feet 6 inches, reduced to $80.00 from $160
4 feet 6 inches, reduced to $81.25 from $162.50
4 feet 6 inches, reduced to $82.50 from $165
4 feet 6 inches, reduced to $83.75 from $167.50
4 feet 6 inches, reduced to $85.00 from $170
4 feet 6 inches, reduced to $86.25 from $172.50
4 feet 6 inches, reduced to $87.50 from $175
4 feet 6 inches, reduced to $88.75 from $177.50
4 feet 6 inches, reduced to $90.00 from $180
4 feet 6 inches, reduced to $91.25 from $182.50
4 feet 6 inches, reduced to $92.50 from $185
4 feet 6 inches, reduced to $93.75 from $187.50
4 feet 6 inches, reduced to $95.00 from $190
4 feet 6 inches, reduced to $96.25 from $192.50
4 feet 6 inches, reduced to $97.50 from $195
4 feet 6 inches, reduced to $98.75 from $197.50
4 feet 6 inches, reduced to $100.00 from $200

—Sixth floor.

Women's Long Coats at $10

Scott, London's famous maker of long coats, told us (weeks ago) that the Ulster would be one of the Winter favorites.

It is. The demand has come suddenly, and in force—and, so far as we know, no other store is thoroughly ready.

Many good variations of the style are ready—at fair prices.

Two splendid values at $10—

As fine—Ulsters of Oxford cheviot with the fashionable puff-sleeve and tight cuff. Velvet collar. Many other—Ulsters of black cheviot, mottled kersey. Full sleeve, tight cuff. Cloth collar.

Either of these garments can be fairly called a bargain at the price.

No store anywhere within even two hours of us buy at selling women's garments—no store was ever so splendidly ready. One can see that at a glance.

—Sixteen of Three, Third floor.

"Used" Pianos
VERY GREAT BARGAINS

THE greater this piano business grows, the more "used" pianos we get—people trading in their pretty good pianos as part payment for the world-famous Kranich & Bach.

These traded-in pianos we have thoroughly overhauled and any one of them will give years of satisfactory service. Some are almost new. Each of the chance to buy a piano for your boy or girl to use in practice.

Square Pianos

A S. Pfeiffer, Rosewood case; 7 octaves; when new—cost, $350. Sale price, $75.

Sohmer, Rosewood case; modern 7½-octave Piano; does credit when new cost, $400. Sale price, $165.

Gabler, fine other; new actings and new hammers; 7½ octaves; cost when new, $400. Sale price, $160.

Upright Pianos

Van Winkle Upright, 7½ octaves; good order, cost when new, $300. Sale price, $100.

Pfeiffer Upright (made by Foss & Co.); 7½ octaves, cost when new, $375. Sale price, $125.

Emerson Upright; handsome sweet tone. The Emerson Piano Co. has always sold over 40,000 pianos since they made and sold $200. Sale price, $125.

Fischer Upright, large size; sweet tone; 7½ octaves; cost when new, $400. Sale price, $150.

Kroeger Upright, beautiful tone; price when new was $350. Sale price, $200.

Kroeger Upright, fine tone; handsome case; cost when new, $400. Sale price, $175.

Behning Upright, Mahogany case, new—case knocked in shipping. Our special price for it is quite a bargain—Sale price $175.

Mason & Hamlin Upright, Mahogany case; large size; 7½ octaves; is perfect order; cost when new, $500. Sale price, $225.

Baby Grand, Upright, fine tone; black mahogany case; regular price, $500. Sale price, $250.

Baby Grands, handsome mahogany case; a fine tonal piano—used in our chief music store. Price when new, $550. Sale price, $275.

Many others at $175, $200 and $250.

The terms of payment are made to suit the purchaser.

Write, phone, or come promptly.

—Sixth floor.

Walking Skirts

Use your eyes. Look at the poorly-hung walking skirts on the street—wrinkled and twisted in front, or at the back, or puckered over the hips.

There is a difference. No wonder Gimbels sell more short skirts than does any other store in Philadelphia. Skirts are good ones.

We employ fourteen skirt-makers—and even so the shops are busy.

$3—Fine all-wool cheviot in gray and blue mixtures; 7 gores; velvet bound; Habit Cloth underlaid and seam; 3 rows of stitching at bottom. Others are good and finished with accordion flare flounce; trimmed at top with stitched bands of material; interlined yoke back.

$4—One hundred Walking Skirts of Mixed Cloth. Oxford gray, blue and black; some-dark flare, finished with cross straps. 12-00 flare.

$5—Walking Skirts, of fine all-wool cheviot, some-dark flare, lining right to tab flare at bottom. Others of mixed cheviot; flare; velvet bound;

Broadway, 32d to 34th Street | Until further notice, the Store will open at 8.30 A. M. | # Saks & Company | We are Agents for the Butterick Patterns. Main Floor, 34th Street Side. | Broadway, 32d to 34th Street

We will place on sale MONDAY, at special prices,

Ribbons.

Double face Satin Liberty, Satin Gloria and Moire Antique, 4¾ to 6¾ inches wide, in black, white and all the light Spring shades; in quality and design they are specially adapted for the new sashes.

Lot No. 1—Value 33c. per yd. At 23c
Lot No. 2—Value 48c. per yd. At 29c
Lot No. 3—Value 50c. per yd. At 33c

The new Spring weaves and shades have already found a place in this Department. They embrace Wasp Prints, Persians, Plaids, Brocaded effects, Fancy Stripes, Satin Edge Crash and Chameleon Ambre effects designed for millinery, dress and bodice trimming. Sashes, which promise to find universal favor this Spring, are also here. Those of plain wide ribbon, with large individual figures on the ends, are among the novelties.

MAIN FLOOR, CENTRE.

We will place on sale MONDAY, at special prices,

Sheets and Pillow Cases.

Sheets, 3/4 by 3¼ yards, hemmed. Value 69c. At 49c
Sheets, 3 by 3½ yards, hemstitched Value 69c. At 49c
Pillow Cases, 42 by 38½ in., wide hemstitched hem. Value 23c.
SECOND FLOOR. At 17c

We will place on sale MONDAY, at special prices,

MANUFACTURERS' SAMPLES OF

Muslin Underwear,

Embracing the new Spring styles; of Nainsook, Cambric and Muslin, with trimmings of lace, embroidery, tuckings and hemstitching in exquisite effects, at one-third to one-half of regular values.

NIGHT ROBES, at 58c 98c, $1.50, $1.98, $2.98 up to $5.90
CHEMISES, at 98c, $1.50, $1.98 and $2.98
CORSET COVERS, at 25c, 58c, 75c 98c and $1.25
DRAWERS, at 45c 75c 98c, $1.25 and $1.98
SKIRTS, at 98c, $1.50, $1.98, $2.98 up to $5.90
THIRD FLOOR.

We will place on sale MONDAY, at special prices,

Bed Quilts.

Marseilles Quilts, five designs from which to choose. Value $2.50. At $1.79
Fringed Quilts, colored, with white, light blue, pink, red or navy fringes. Value $1.50. At $1.15
SECOND FLOOR.

We will place on sale MONDAY, at special prices,

Upholstery.

CURTAINS

Of Antique Marie Antoinette, Renaissance and Brussels.
Values $5 to $6.50 per pair. At $3.75
Of Arabian Point, Irish Point and Brussels.
Value $6.50 to $8.00 per pair. At $4.85
Of Marie Antoinette and Renaissance.
Value $9.50 to $12.00 per pair At $7.50

In conjunction with the above we will offer curtains of Renaissance, Point d'Arabe, Marie Antoinette, Brussels, Cluny and Louis XIV. design, at $9.00, $14.50, $18.98 and $27.50 per pair. They are all special values. The best grade of these styles will also be offered at prices ranging from $45.00 to $185.00 per pair

SOFA CUSHIONS.

24 inches square, covered with Oriental striped tapestries, assorted patterns; filled with silk floss. Value 50c. At 39c

In addition to the above special offerings, we have a complete assortment of fine Lace Curtains, Bonfemmes, Bed Sets, Portieres, Couch and Table Covers and draped fabrics by the yard, suitable for wall coverings, hangings and furniture coverings. Also, a large assortment of Screens, Mission and Grass Furniture, Window Seats and Tabourets, Brass and Iron Beds and Bedding. We are prepared to accept and execute orders for Shades, Slip Covers, Cottage Furnishings and all manner of interior drapery decorations. Designs and estimates submitted on application.

SIXTH FLOOR.

We will place on sale MONDAY, at special prices,

Table Linens.

PATTERN TABLE CLOTHS.

Double, Satin Damask pattern of fine quality; 2¾ yards wide.

2¾ yards length. Value $7.00. At $4.75
3 yards length. Value $8.50. At $5.75
3¾ yards length. Value $10.00. At $6.75
4 yards length. Value $11.50. At $7.75
4¾ yards length. Value $13.00. At $8.75
5¾ yards length. Value $16.00. At $10.75

NAPKINS TO MATCH

Three-quarter size. Value $4.50 per dozen. At $4.95
Five-eighth size. Value $3.00 per dozen. At $3.95
SECOND FLOOR.

Our New Departments

Will Be at Your Service on Monday.

Silks	Dress Goods	Bed Linen
Velvets	Trimmings	Rugs
Laces	Linens	Upholstery
Linings	White Goods	Embroideries
Notions	Wash Goods	Art Embroideries
Nopery	Blankets	Objects of Art

IN their institution, we have adhered to our standard of merchandise. It begins where merit does, and ends with the best. Each Department presents an introductory offer. Every effort has been strained to make them worthy of the occasion. They are indicative of the fashion in which the Departments will serve you. You may accept their predecessors with which we founded our business as a criterion.

An Important Sale of Umbrellas

FOR MEN AND WOMEN.

Its organization required much shrewdness and diplomacy. The result justified the effort. We have secured the entire product of a maker who is famed for the sturdiness of his umbrellas. The price concession was most generous. The superiority of material is self-evident. Also the good taste expressed in the handles. Here are the details:—Best Paragon frames, steel rods, tight roll, handles of pearl, sterling silver, gold, royal copper, carved and smoked ivory, agate, gun metal, crystal and fancy woods in a variety of shapes and designs, including the new straight English club. Sizes 26 and 28 inch. They are divided into three lots, all of which include the above handles.

Lot No. 1. Union Silk Taffeta, tape edge. Values $3.50 to $4.50 At $1.95
Lot No. 2. Of All-Silk Surah. Values $5.00 to $6.00. At $2.95
Lot No. 3. Of All-Silk Surah. Values $6.00 to $10.00. At $3.95

MAIN FLOOR, 34TH STREET SIDE.

An Important Sale of Sterling Silverware

AT HALF PRICE.

They are exhibit models. One of the best known smiths wrought them. Every piece is 925-1000 fine, of heavy weight. Besides their intrinsic value, they express the highest type of the silver-worker's art. The designs are new, and include the Art Nouveau. They are offered at about one-half the prices for which they are usually sold. The articles embrace Hair Brushes, Mirrors, Combs, Bonnet, Cloth and Hat Brushes, Nail and Tooth Brushes, Whisk Brooms, Shaving and Infants' Brushes, Scissors, Writing-Desk Requisites, Manicure Pieces, Toilet Articles and small silver Novelties. They are divided into twelve lots as follows:

Lot No. 1—Values 45c. and 50c. At 24c
Silver back Dressing Combs, Manicure Pieces, Memo Tablets, Book Marks and Vinaigrettes.
Lot No. 2—Value 75c. At 38c
Nail Brushes, Combs and Manicure Pieces.
Lot No. 3—Value $1.00. At 48c
Bonnet and Hat Brushes, Whisk Brooms, Combs, Scissors, Vinaigrettes, Shaving Brushes, Manicure Pieces and Cigar Cutters.
Lot No. 4—Values $1.00, $1.25 & $1.50 At 63c
Cloth, Bonnet, Hat and Infants' Brushes, Whisk Brooms, Buffers, Nail Brushes, Combs, Scissors, Shaving Brushes, Manicure Brushes, Vinaigrettes and Alcohol Lamps.
Lot No. 5—Values $1.50 to $1.95. At 98c
Cloth, Bonnet, Hat and Infants' Brushes, Scissors, Manicure Pieces, Cigar Box Openers and Vaseline Jars.

MAIN FLOOR, CENTRE

Lot No. 6—Value $2.25. At $1.10
Cloth, Hat, Bonnet and Infants' Brushes, Manicure Pieces, Whisk Brooms, Combs, Scissors and Shaving Brushes.
Lot No. 7—Value $3.75. At $1.38
Manicure Pieces, Whisk Brooms, Shaving, Cloth and Hat Brushes.
Lot No. 8—Value $5.50. At $1.68
Cloth and Hat Brushes, Whisk Brooms and Military Hair Brushes.
Lot No. 9—Value $6.50. At $1.98
Handle Hair Brushes and Mirrors.
Lot No. 10—Value $9.75. At $2.68
Handle and Military Hair Brushes and Mirrors.
Lot No. 11—Value $7.50. At $3.68
Handle and Military Hair and Cloth Brushes.
Lot No. 12—Values $8.00 to $11.00. At $4.98
Handle and Military Hair Brushes and Mirrors.

The New Millinery.

Our designers have just returned from Paris. They brought with them all the newest ideas of the far-famed Parisian masters. If you would see them most tastefully and cleverly expressed you need but pay our department a visit. You will find the most exquisite creations imaginable. They are designed for present wear. If they tempt you to ask the prices you will find them moderate

Notions and Trimmings.

We have organized these two departments with a distinct purpose: to make them complete and replete with every requisite usually found within their precincts—and a few besides. Their chief claim to usefulness is greater than that, though. It's the dependable quality of everything which they offer. Whether the article be great or small, rest assured it is as good as you can find anywhere, cost considered.

We will place on sale MONDAY, at special prices,

Oriental Rugs and Carpets.

Anatolian Mats of rich designs and harmonious effects.
Values $3.00 to $4.00. At $2.50
Karabagh Rugs, average size 4 ft. by 7 ft. 3 in.
Values $7.50 and $8.00. At $5.50
Shirvan Rugs, 3 ft. 9 in. by 5 ft. 6 in.
Values $16.50 to $20.50. At $15.50
Mosul Rugs, sizes 3 ft. 11 in. by 5 ft. 8 in. and 4 ft. 2 in. by 7 ft. 4 in. to 4 ft. by 5 ft.
Values $23.00 to $30.00 At $19.75

Our collection of Oriental Rugs is one of the rarest. Its chief claim to distinction lies, not in numbers, but in its richness and exclusiveness. It represents the life work of an Orientalist we'd versed in the mystic symbolism as expressed in Oriental Rugs. They include Tabriz, Khorassan, Kermenshah and these of silks, ranging in prices from $350 to $2,750.

Anatolian Silk Rugs average size 4 ft. by 6 ft.
Values $75.00 to $80.00. At $50.00
Tabriz, Kerman, Sarouk and Sahak Rugs, sizes 4 ft. by 7 ft. 10 in. by 8 ft.
Values $82.00 to $115.00. At $73.50
Antique Persian Carpets in perfect condition, beautiful soft colors; sizes 8 ft. by 10 ft. 10 in. by 11 ft.
Values $150.00 to $200.00. At $115.00
SIXTH FLOOR

We will place on sale MONDAY, at special prices,

Spring Suits and Skirts for Women.

Tailor-made Suits

of Black or Blue Canvas Cloth (linen weave), with trimming of stitched Taffeta, blouse effects; silk lined and silk drop skirt.
Value $39.00. At $22.50

Dress Skirts

Of Vesting, two entirely new models, trimmed with Taffeta Silk, over silk drop skirt.
Value $24.00. $17.50

Walking Skirts

Of Cheviots, Oxfords, Melionettes and Mannish Mixtures, in black, blue, grey or brown.
Value $7.50. At $4.85

The advance styles of these garments are now with us. In conception and creation they are radically different from those of last season. A simple elegance is the predominating effect. You will also find in our Department an excellent selection of Wraps, Paletots, Jackets, Top Coats, including the new Equestrienne effects, Tailor-made and Walking Suits and Separate Skirts, as well as Costumes for all occasions.

FOURTH FLOOR.

We will place on sale MONDAY, at special prices, to the

Art Needlework Dept.

Liberty Satin Art Squares of oriental and floral design, suitable for pillows. Value 98c. At 68c
Dresser Sets, consisting of scarf and pin cushion cover with ruffled flounce of wash Swiss, white or colored insets. Value 69c. At 39c
SECOND FLOOR, 34TH STREET SIDE.

We will place on sale MONDAY, at special prices,

Dress Silks.

Tussah Silks, fancy stripes; 20 inches wide.
Value 29c. per yard. At 19c
Plain Taffeta Silks, in cream, white, black, and all the new shades and colors. Values 65c. and 75c. per yard. At 49c
Printed Satin Foulard Silks, in the new Spring patterns. Values 75c. to $1.00 per yard. At 59c
Fancy Plaid Taffeta Silks, design and texture specially adapted for petticoats. Values $1.00 and $1.25 per yard. At 59c
Crepe de Chine in a most generous assortment of colors.
Value $1.25 per yard. At $1.10

Of Silks we have every desirable weave, both new and standard; the colors and shades are exquisite; many of them are also exclusive.

SECOND FLOOR.

We will place on sale MONDAY, at special prices,

Stationery.

Whiting's vellum paper, letter and note sizes, in white, azure and heliotrope. Value 10c. per quire. At 5c
Envelopes to match, per package of twenty-five. Value 10c. At 5c
MAIN FLOOR, CENTRE.

We will place on sale MONDAY, at special prices,

Dress Materials.

Veile, Panama, Granite and Etamine Suitings, all colors, 46 to 48 inches wide. Values 75c to $1.00 per yard. At 49c
Black Wool Cheviots, 52 inches wide. Value 75c per yard. At 53c
Voile, 44 inches wide, ten colors from which to select.
Value 75c. per yard. At 59c
Silk and Wool Bolienne Crepes, 46 inches wide, in street and evening shades. Value $1.75 per yard. At $1.25

Supplementing the above you will find in our Department all the new Spring fabrics in black and colors, including Etamines, Voiles, Eoliennes, Crepe de Paris, Laine de Sole, Silk and Wool Veilings, Embroidered Voiles, Irish Tweeds and Scotch Suitings adapted for street and house wear

SECOND FLOOR.

We will place on sale MONDAY, at special prices,

Wash Materials.

Silk Madras and Silk Embroidered French Muslin, of figured Dresden and floral designs, dots, stripes and jacquard effects. All in the newest Spring colors. Value 50c. per yard. At 29c
Satin striped and corded Madras, in neat effects on white and linen grounds, designed for Spring shirt waists and shirt waist suits.
Value 15c. per yard. At 8½c
SECOND FLOOR.

We will place on sale MONDAY, at special prices,

Embroideries.

Swiss, Nainsook and Batiste all-over Embroideries, 22 inches wide; thirty-four patterns from which to select. Specially adapted for Waists and Gumpes.
Lot No. 1—Values $3.50 to $4.50 per yd At $2.18
Lot No. 2—Values $3.00 to $10.00 per yd. At $2.98

Nainsook Flouncings, nine and twelve inches wide; thirty-five patterns from which to select.
Values 50c. to 75c. per yd. At 29c
MAIN FLOOR, 34TH STREET SIDE.

We will place on sale MONDAY, at special prices,

Shoes for Men and Women.

At 1.95

Values $2.50 and $3 00.

Those for Women are of Patent Leather, lace style, with good white oak soles, comfortable lasts. At $1.95
Those for Men are of Box Calf, Patent Leather and Velour Calf, medium and heavy soles, lace style At $1.95
MAIN FLOOR

FIG. 18

A strong, plain, and dignified setting, but rather "flat" in appearance. Nothing stands out and there is a forbidding solidity to it as a whole. A long headline and a good illustration would improve the appearance of this advertisement

51. Value of a Well-Arranged Layout.—While much emphasis has been laid on the importance of a carefully considered and well-arranged layout, it is nevertheless true that many well-advertised stores make no pretense whatever of planned action on this point, but print the items just as they happen to come. This method is good enough when it is intentionally meant to impress the public that all items are of equal importance, and it also works well enough in small advertisements—those of two columns or less—but there is no question whatever that when large space is used and emphasis is desired on features, or when it is desired to get the maximum amount of force in the minimum amount of space, a thoughtfully arranged layout is necessary, not only to give small items prominence but also to make the advertisement attractive to the eye.

52. Size of Layouts.—Large sheets of any kind of paper may be used in making up a layout. Some newspaper publishers make a practice of furnishing their department-store patrons with sheets just the size of the page of the newspaper. Proper balance for a department-store advertisement may be attained more easily if proofs of the cuts and a proof of the name plate are pasted on the layout. When this is done and all the salient features are indicated, as shown in Fig. 19, the layout is a rough full-sized picture of the finished advertisement. Fig. 20 shows the advertisement as it appears when set up. The examples shown in Figs. 19 and 20 are, of course, considerably reduced, Fig. 20 being reduced much smaller than Fig. 19. As the printers were familiar with the style of the store for introductory matter, descriptions, etc., it was unnecessary in the case of Fig. 19 to lay out small details of the display; a brief memorandum on each section of the copy was sufficient.

$10,000 to Charities
All purchases during January carry voting rights in the $10,000 Distribution to Charities. For particulars inquire at book, second floor, center.

THE BIG STORE :: A CITY IN ITSELF

"MEET ME AT THE FOUNTAIN"

SIEGEL COOPER CO.

NO CONNECTION WITH ANY OTHER STORE

J. B. GREENHUT, PRESIDENT.

SIXTH AVE. 18TH AND 19TH STREETS NEW YORK

Office Furniture
Our Annual Sale of Office Furniture begins to-morrow. The best grades in desks and chairs again, at materially reduced prices.

An Unparalleled Sale of Women's High-Grade Black Broadcloth, Kersey and Caracul Cloth Coats

One of the Styles at $7.50—this coat was originally priced at $12.75. It is made of black kersey, full ripple back, 50 inches long; prettily trimmed with silk braid and velvet. It is half lined and has full sleeves. Three other styles at this price. . . **$7.50**

One of the Styles at $9.75—this coat was made to sell at $16.50. It is made of black English kersey in a full, graceful, 50-inch model. Some of these are lined throughout; some half lined. Trimmed with silk braids and velvet. Full sleeves with cuffs. . . . **$9.75**

Value $12.75 at **$7.50** *Value $16.50 at* **$9.75**

Value $24.50 at **$12.75** *Value $24.50 at* **$14.75**

THERE are 500 of these coats, in fourteen different models, four of which are illustrated by way of showing that the models are recent and desirable. As a matter of fact, there have been no better coats shown this season at their regular prices, $12.75, $16.50 and $24.50.

In some models the sizes are broken up. We advise an early call on Monday.

$7.50 to $10.75 Coats

at $5

We shall continue on Monday the selling of women's winter coats at $5 which were begun on Saturday. About one-half the 400 thousand coats we began with will be ready for your choosing Monday morning. They are all black cloth, 50 inches long, in broadcloth and kersey; half-lined. More than two-thirds of these were coats that were meant to sell from $8.50 to $10.75; the poorest one in the lot would have brought $7.50 a month ago. Your choice of the entire lot at. **$5**

(Siegel Cooper Store, Second Floor, Center.)

One of the Styles at $12.75—this coat was originally priced $24.50. It is a 50-inch model in caracul cloth; loose fitting, with deep, shawl collar of opossum fur. Lined throughout with guaranteed black satin. There are also black broadcloth coats at this price. **$12.75**

One of the Styles at $14.75—this coat was originally marked $24.50, which was a very moderate price. Made of a fine grade of black broadcloth, beautifully trimmed with Hercules braid and soutache; full, plaited sleeves with cuffs. Fin shed at neck with velvet. Lined throughout with black guaranteed yarn dyed satin. **$14.75**

$1 & $1.25 C/B a La Spirite Corsets, 69c

You know these corsets—and if you've ever worn a pair you know there are no better. It's one of the standard advertised makes so well liked for its perfect-fitting, graceful and durable qualities.

This is a lot we picked up at a very low price. They were made to sell at $1 and $1.25. All up-to-date models, made of strong English coutil, with long hips and perfect fitting. 18 to 30. Take your choice at **69c**

(Siegel Cooper Store, Second Floor, Center.)

Knit Underwear Clearance Sale

One-Third to One-Half Reductions on Underwear for Men, Women and Children. And All the Real Winter Weather Yet to Come!

REDUCTIONS like these on such seasonable merchandise require no more than the briefest telling to give us all the business we can handle. Just read:—

For Men

Shirts and Drawers—pure natural wool scarlet wool and camel's hair; single and double-breasted shirts; drawers have double gussets and double seats; taped and very generous ex stout shrunk and perfect fitting; all sizes up to 60, with plenty of large sizes for big men; worth $1.25 to $2; your choice at . . . **89c**

For Women

Vests and Drawers—flat knitted, shaped vests, ecru. Fresh best drawers or vests; long sleeve vests; ankle length pants; all sizes; value 65c; at. **45c**

Opelika Combination Suits—of natural wool; ribbed throughout; ankle length pants; slightly imperfect; value $1.25; to-morrow. **75c**

Vests and Pants—fleece-lined, fancy ecru; long sleeves, shaped vests with silk hand pants to match. **39c**

(Siegel Cooper Store, Main Floor, Center.)

For Children

Wool and Fleece-lined Underwear—for boys and girls. Small lots that have been reduced for quick clearance; sizes 2 to 14 years; values 50c to $1.25. . . . . **25c**

Opelika Combination Suits—for boys and girls, heavy gray cotton; slightly fleeced; long sleeves; ankle length pants; sizes 2 to 12 years; slightly imperfect; values 50c to 75c; now **35c**

Fleece Lined Underwear—odd lots in fancy small sizes; values up to 25c; at **10c**

Gloves Worth up to $1.10 a Pair at 50c

Clean-Up After the Holidays

All broken assortments and discontinued numbers in Gloves and Mittens for men, women and children are to be cleaned up to-morrow. The fag will be disposed of to-morrow. The fag ends of several hundred pairs of good gloves that sold up to $1.10 a pair. You'll find your size in one or another of the different assortments. a pair **50c**

Also

We include in this clearance the following offers of women's gloves:

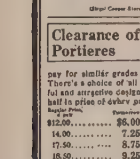
2-Clasp Pure Silk Double Finger Tipped Gloves—in white and some colors. Silk Lisle and Taffeta and Cashmere Gloves—values 50c; take your choice to-morrow at **25c**

(Siegel Cooper Store, Main Floor, Prospect.)

Women's $2.50 and $2.95 Waists Are Featured Monday at $1.95

THESE waists are as fresh and new as they are handsome. They were received from the manufacturer only Friday. Women who are judges of style, material and workmanship will be delighted with these waists, and can save from 55c to $1.

Women's White Lingerie Dainty Waists—as illustrated; a handsome model artistically fashioned and designed; centre front, sleeves and back trimmed with insertions of Irish and Val. lace and Val. edging; collar and cuffs lace trimmed; special at **$1.95**



Women's All-Wool Dainty White Waists—a splendid, long sleeve, open-front, tailored model; front closes in tucked effect with pearl buttons; with removable white foundation with black bolero strips forming small plaid effect, also tight fitting collar with small white pin dots; special at **$1.95**

Women's Net Waists—white or ecru, a very pretty model, made over a white foundation and collar, front and back; bolero boleros trimmed with lace insertion and Val. edging; special at **$1.95**

(Siegel Cooper Store, Second Floor, Center.)

Double Stamps Up to 12 o'Clock

TWO "S. & H." Green Trading Stamps with each 10c of purchases made BEFORE NOON.

ONE "S. & H." Green Trading Stamp with each 10c of purchase made AFTER NOON.

January Clearance of Rugs & Carpets

A clean-up of the odds and ends.

Every yard we offer in this sale is high grade and every pattern desirable. A glance through the list of items that follows will convince you that the prices are meant to clear out floor of these carpets and rugs quickly.

Axminster Carpets

A showing of handsome designs for parlor and bedroom; regularly $1.20 a yard; sale price **98c**

In lengths less than 20 yards, sale price. **75c**

Velvet Carpets

An attractive design for room or hall; regularly $1.25 a yard; sale price **$1**

In lengths less than 20 yards, sale price. **79c**

Tapestry Brussels Carpets

Choice colorings and designs; regularly 50c a yard; sale price **34c**

In lengths less than 20 yards, sale price. **40c**

Tapestry Brussels Carpets

A pretty extensive delight assortment; regularly 45c a yard; sale price **31c**

In lengths less than 20 yards, sale price. **37c**

All Wool Ingrain Carpets

Choice designs and colorings; regularly 65c a yard; sale price **45c**

In lengths less than 20 yards, sale price. **45c**

Ingrain Carpets

Wool designs, carpets in bright colorings, regularly 65c a yard, sale price **51c**

(Siegel Cooper Store, Fifth Floor, Prospect.)

Velvet Carpets

A choice selection of patterns, regularly 90c a yard; sale price **75c**

In lengths less than 20 yards, sale price. **55c**

Tapestry Brussels Carpets

A large assortment of high grade Brussels; regularly $1.05 a yard, sale price **89c**

In lengths less than 20 yards, sale price. **64c**

Tapestry Brussels Carpets

A good selection of room or hall effects in attractive colorings; regularly 85c a yard; sale price **75c**

In lengths less than 20 yards, sale price. **55c**

Furs Sacrificed

Regular Prices on Women's Fur and Fur-Lined Coats, Neckwear and Muffs Sensationally Reduced

Fur Coats

Persian Lamb Coats—handsome silver-flecked models, 24½ inches long, collarless or with shawl collar; made of high grade Leopard-spot Persian lamb, lined with silk brocade linings; original price $275; sale price **$125**

Trimmed Persian Lamb Coats—beautiful sample coats, of Leipsic-dyed Pers ian lamb, trimmed with mink, baum marten and chinchilla; lined with fancy brocade silks; original price $250; sale price **$150**

Blended Squirrel Coats—27-inch semi-fitting model, collarless or with shawl collar; made of beautiful full pressed skins; lined with brown satin, fancy harness, original price $140.50; sale price **$63.50**

$74.50 Russian Pony Coats—24-inch, semi fitted; smart models; brand new skins, all **$21.50**

$75 Brown Baltic Seal Coats—27-inch blown mink storm collar, silk lined; at **$22.50**

$85 Broadtail Paw Coats—30-inch, semi-fitted; exclusive model. Summer sale price **$52.50**

Near-Seal Trimmed Coats—24-inch, fitted model; natural Alaska seal collar, cuffs and reverse fronts. Summer sale price **$29.50**

Sample Broadtail Paw Coats—46-inch, semi-fitted models; collarless or with shawl collar; lined with heavy brocade silks; Parisian; worth $145; at **$105**

Carmel Coats—48 inch, full box back; made of lustrous, well matched skins; large shawl collar of black tipped caracul cloth; lined with Summer satin; fancy box plaited back; worth $185; special sale price **$97.50**

$175 Natural Squirrel Coats—made of dark well matched skins, in smart full-flaring model, 50 inches long; collarless; rolling shawl collar of same; fancy braid lining and fancy buttons; worth $175. now **$124.50**

Fur-Lined Coats

Handsome coats, 50 in. long, made of fine imported and domestic broadcloth, gray and white squirrel lined; with shawl collar of Mandel and natural squirrel, Persian lamb, beaver, lynx, brook mink and Baltic seal

$25.00 Fur-lined Coat, $13.75
$27.50 Fur-lined Coat, 15.75
$38.50 Fur-lined Coat, 27.50
$40.50 Fur-lined Coat, 37.50
$80.50 Fur-lined Coat, 43.50
$74.50 Fur-lined Coat, 53.50
$79.50 Fur-lined Coat, 59.50
$97.50 Fur-lined Coat, 74.50

Fur Sets, Neckwear and Muffs

A large choice of pieces in natural mink, Japanese mink, natural squirrel, blended squirrel, Isabella fox, brook-tail paw and Lowgan blended squirrel. The regular prices range from $8.50 to $37.50; sale prices are

$5.75 to $29.50

(Siegel Cooper Store, Second Floor, Center.)

Clearance of Portieres

The prices we quote here are below even the regular wholesale cost of the goods—and fifty per cent. less than you'd pay for similar grades in any store at any time. There's a choice of all colors and of many tasteful and attractive designs, and a saving of a full half in prices of every pair you buy.

Regular Price, a pair	Comparison	To-morrow
$12.00	$6.00	$10.50	$9.75
14.00	7.25	20.00	10.00
17.50	8.75	22.00	11.00
18.50	9.25	23.00	11.50

(Siegel Cooper Store, Third Floor, Prospect.)

Special Values in Flannels To-morrow

These are scratch remnants on counter odds, ends and remnants, the regular prices of which a yard can be duplicated by any or all of our house. It's an after-holiday clean-up—and it's a sale out of the ordinary.

20c Shaker Flannels—wool; 4/4; 4 yards. 45c
60c Shaker Flannel—wool, 3/4, 4 yards. 35c
25c Shaker Flannel—wool; 4/4; 4 yards. 25c
40c Shaker Flannel—wool; 4/4; 4 yards. 36c
15c English Outing Flannel—heavy weight; 4 yards. 8c

Outing Flannel—yard wide; in neat stripes, your choice at the special price, a yard. 8c
Staple Fabrics—in light tints, black and white, at the extraordinary saving low price, a yard. 12½c

(Siegel Cooper Store, Main Floor, Prospect.)

Ask for "S. & H." Green Trading Stamps—We Give Them

FIG. 20

The page advertisement as set up in accordance with the layout shown in Fig. 19 In the original, Figs. 19 and 20 were, of course, the same size

WRITING COPY FOR ADVERTISEMENTS

ESSENTIALS TO THE PREPARATION OF COPY

53. It will be clear from the foregoing, that, according to the best and most general practice, the hardest work of the advertising man is usually done before a line of copy is written. Of course, there is no objection to writing the advertisement first and arranging its details afterwards, if for any reason that method is more convenient, but it will be found in most cases that a better practice and one that saves much rewriting is to write last of all; that is, when a very clear picture of the exact shape and general characteristics of the finished advertisement is firmly fixed in the mind.

In treating of writing copy for department-store advertising, only Class C, or middle-class, advertising will be considered. This style is generally admitted to be the most effective; at least it is in the most demand and is always safe to follow.

54. In Figs. 7, 8, and 9 are shown examples of the best types of Class C, or middle-class, common-sense, copy. By noting these examples closely, it will be found that they are from stores that are recognized as the largest and most successful in the United States. This is no mere coincidence. These stores are the most successful because their policy, as reflected in their advertising, is based on common sense and good business principles. Their advertising is representative of the best, because it best represents and reflects the right policy.

As has been previously stated, there are degrees, even in Class C advertising. The advertisement shown in Fig. 8, for example, is intended to reach persons of somewhat higher culture than is the one shown in Fig. 7, yet these examples have important common characteristics. The first of these characteristics is a certain very noticeable and very important air of *convincingness*. It is almost impossible to

read these advertisements without believing that the advertiser means what is said. This is the fundamental requirement of all successful advertising composition.

55. Fundamental Rule of Good Advertising.—An old saying states that "Truth is the mother of conviction." There is a law of psychology lying deep at the root of human nature that causes sincerity to be recognized instinctively whenever it is seen. No speaker or writer, however skilful or polished, that knows he is lying can impress himself on an audience as successfully as the plainest, most illiterate man that knows what he is talking about and believes absolutely in what he is saying. Of course, a skilful liar may deceive for a time, but he can only do so by imitating the characteristics of sincerity. Nevertheless, while a liar may be believed for a while, the sincere man that is sure of his facts is always believed. Nothing can stand against the arguments of the sincere man except a positive knowledge on the part of his hearers or readers that his statements are wrong—that he himself is deceived.

The first thing, therefore, necessary to the really successful advertising man is *sincerity* both with his readers and with himself. He must absolutely believe what he is telling them, and must say nothing and imply nothing that he has reason to doubt or that he does not absolutely know to be true. Thus fortified with knowledge and with earnestness, his advertisements will, entirely without other effort on his part, possess a conviction-carrying, business-bringing power that the cleverest writer of falsehoods can never successfully imitate. This, then, is the fundamental rule of good department-store advertising, and it cannot be considered too carefully.

56. Study of the Goods.—In *Copy for Advertisements* and *Retail Management*, the advertising man is urged to make a careful study of the goods to be advertised. It is not only important to know what the "talking points" are, but also to believe in them with that perfect all-around understanding that can come only from a personal study.

In department-store advertising, as mentioned previously, the buyers of the various departments ordinarily furnish the facts concerning their goods. While it is possible to construct a fairly good advertisement from such data without even seeing the goods or knowing anything about them, provided everything that the buyer says is believed, nevertheless it is astonishing with how much greater vigor, clearness, and convincingness the goods can be described after having verified their points by a personal inspection and study.

HEADLINES

57. The headlines of a department-store advertisement are even more important than those used in separate retail advertisements of other classes. A department-store advertisement is usually made up of a number of items, or departments, of varying size and shape, and these are massed together according to their relative importance, in such form as the judgment of the ad-writer suggests. It is of great importance that each of these items shall "stand out" by itself, so that the woman, for example, that is looking for bargains in millinery will see the millinery item, even if it is the smallest of twenty items grouped together, and even if she gives the composite advertisement the merest glance. Moreover, it is not only necessary that her attention shall be attracted, but it is important that it be gripped firmly, if possible, so that she will be impelled to read the item. All this must be done by the merest flash of the eye, and it is the headline, sometimes assisted by an illustration, that must do it. The importance of the headline in department-store advertising will therefore be understood. Great care should be given it. Many good advertising men confess that they spend more time in writing their headlines than they do on all the rest of the advertisement.

58. The ideal headline should either tell the whole story in itself, or should so awake the interest and excite the curiosity that the reader will read what follows. Of the two

the headline that tells the story is decidedly the better and the safer to use in department-store advertisements, because it has the advantage of making a definite impression. Observe the following examples:

A $40 Brass Bedstead for $25
Men's Suits for Less than Maker's Cost
The Fall Millinery Display Is Ready
Exceptional Bargains in Low Shoes

If no more than the headline is read in these cases, an impression will be made that may bring a customer. The style first given is perhaps the most common and most useful in all department-store work. Except that it is easily overworked, it is perhaps the best kind of headline that can be written, because it really leaves very little besides minor details of "why" and "what kind" to be told.

The following are so-called "curiosity-arousing" headlines:

Men, what do you think of this offer?
If you miss this, you'll miss a bargain
The greatest piece of news we have printed in years

Headlines of this class, while often used by good writers, especially to draw attention to long advertisements containing too many points to be condensed into a single line, had better be avoided when possible. A little study will usually give the writer a form that will have the same interest-arousing power and at the same time possess the impression-making power.

59. In writing headlines for department-store advertisements, it is advisable (1) to bring in the name of the goods and, if possible, a selling point; and (2) to bring in the price when the price is a feature. In this connection, the headlines in the advertisements reproduced in this Section should be studied. Of course, it will be understood that all the headlines are not perfect examples, but they will permit the beginner to decide for himself which can be improved. The instruction relating to headings in *Copy for Advertisements*, Part 1, should also be reviewed.

INTRODUCTIONS

60. In a number of the examples shown, it will be noticed that the descriptions of the goods are prefaced by *introductions*. The greatest skill of the writer is called on for the proper construction of these. When introductions contain something of real interest and are well written, they are undoubtedly of service, but there is no doubt that many of them could be omitted without injury to the advertisement—some of them to the improvement of the advertisement. In the advertisements of many stores they are not used at all. The long general introduction that was so common a dozen years ago, is now rarely seen.

In writing introductions, it will be well to bear in mind the advice of the old lawyer to the young lawyer: "When you have to address a jury or a meeting," said he, "first, be sure you have something to say; second, say it; third, sit down." Thus, if the ad-writer wishes to preface the descriptions of goods with introductions, he should be sure, first, that he has something to say that will do some good. If he has that, he should say it as clearly and forcibly as possible, and stop.

In connection with the study of department-store introductions, it is well to review the instruction relative to introductions in *Copy for Advertisements*, Part 1.

61. Cut Price as Subject of Introduction.—If the item happens to be, as it most frequently is, one that is offered at a special price, there can be no better subject for an introduction than an explanation of why the price is lowered. Many good advertisers make it a rule never to announce a lowered price, that is, never to announce a bargain, without telling why it was possible to make the offer. This adds to the convincingness of the advertisement. Everybody knows that a store must make a profit on the goods it sells, and many stores try to create the distinct impression that their profits are made as small as good business policy will permit.

Theoretically, a store is permitted to reduce a regular price only because of (1) some reason that enables it to buy goods cheaper than usual, or (2) some reason that justifies it in reducing its profit below the level of good business policy. Otherwise, the reader might wonder why more than the special price should ever have to be paid. Consequently, it is wise to explain the causes that led to the offer. This explanation not only adds to the convincingness of the advertisement, but it avoids leaving the possible impression that the regular price is too high. Examples of such explanations are given in the advertisements shown in Figs. 21, 22, and 23. These are only sections of large advertisements, which fact accounts for the omission of signature and address.

62. Other Subjects for Introductions.—When the article is not offered at a special price, the introduction should set forth the reason for giving space to advertising it. This may be any one of many things, the most common being its seasonableness, as in the advertisement shown in Fig. 24. Other reasons include beauty, novelty, large assortment, shopworn goods, etc. (See Figs. 25, 26, and 27; also, Art. **40.**) In any case, there should be some reason in the advertising man's mind for giving space to an item and it is usually wise to mention it. If there is no such reason to give the public, the advertising man may well ask himself, "Why should I print the item at all?" The ability of a department-store advertiser is often demonstrated as clearly in the items he does not print, as in the manner in which he describes those which he does print.

DESCRIPTIONS

63. In order to describe goods, it is necessary to know them thoroughly. This cannot be emphasized too often nor too forcibly. The writer must not only know the good points of the goods, but he must be fully acquainted with the reasons why they are good. Not every person, for

Now's the time to buy Furniture here. Every piece in our Furniture Store is reduced. Come in and see.

THE BIG STORE ·:· ·:· A CITY IN ITSELF

"MEET ME AT" "THE FOUNTAIN"

SIEGEL COOPER Co.

NO CONNECTION WITH ANY OTHER STORE

J. B. GREENHUT, PRESIDENT.

SIXTH AVE. 18TH AND 19TH STREETS NEW YORK

Many of our greatest bargains are not advertised. Just come in and look around—there are great "finds" in almost every section of the store.

Look at These Prices, Mothers and Girls!

Here's the Big Mid-Summer Clearance in the Misses' and Children's Wear Store!

TWICE a year we do this; February and August. They are famous events because when it comes to making prices in these clearance movements we have no discrimination, no reservations and no mercy on ourselves. We simply shut our eyes and slash.

The result is that we get through, in three or four tremendous days, a process which most stores drag out for weeks. Then we are "cleaned up" and ready for any tempting lots that manufacturers may be willing to sacrifice later on, and ready, too, for the first choice picking of new season's productions.

Those are the reasons—here are the results:

350 Misses' Fine Cloth Suits, $5

Original Prices $7.50, $12.50 and $16.50

An offer like this needs little more than the mere statement; it would be impossible to describe the suits, anyway—too many of them. The storm centre of the sale will be around this $5 table.

Girls' White Lawn Dresses, $1.50

Original Prices $2.50, $3 and $4.

About 300 of them, all in fine Persian lawn, beautifully trimmed with embroidery and lace. Good choice in guimpe and high neck styles. All have deep (4 inch) hem.

Girls' Colored Dresses, $1.95

Original Prices $3 to $5.

Odds and ends and ones and twos of a style, but so many styles are shown that the whole lot aggregates nearly 500 dresses. Gingham, satin-striped and figured lawn dresses, in all the pretty summer colors; high neck and low neck; sizes 6 to 14 years.

These Reductions Are Straight Cuts from Our Own Original Prices

$11.50 Long Coat Suits; now $5.00
17.50 Cutaway Suits; now 5.00
17.50 Plaid Suits; now..... 5.00
12.75 Gray Mixed Suits; now 5.00
12.75 Prince Chap Suits; now 5.00
8.90 Eton Suits; now..... 5.00
14.75 Jumper Suits; now 5.00
16.50 Jumper Suits; now 5.00
29.50 Fancy Panama Suits, 15.00
13.50 Laced Linene Suits, 7.50

$13.75 Linene Suits; now....$7.50
12.75 Linene Suits; now.... 7.50
15.75 Linene Suits; now.... 8.75
24.75 Linene Suits; now.... 14.75
21.75 Linene Suits; now.... 14.75
5.00 Fancy Suits; now.... 3.95
10.00 Repp Suits; now..... 6.75
10.75 Linene Suits; now.. .. 6.75
16.50 Misses' fancy Silk Coats 9.75
15.00 Misses' fancy Silk Coats 9.75

$39.75 White Evening Coats $29.50
38.75 Cloth of Gold Coats, 29.50
7.50 Girls' Silk Coats; now 3.95
6.75 Girls' Silk Coats; now 3.95
2.00 White Skirts; now.... 1.25
2.95 White Skirts; now.... 1.95
19.75 Rubberized Coats; now 15.00
8.75 Cravenette Coats; now 5.00
23.75 Garentes Cravenettes, 14.75
5.95 Peter Pan Dresses; now 3.95

$1.75 S. W. Suits; now.... 98c
1.50 S. W. Suits; now.... 98c
3.25 Misses' white S.W. Suits 1.95
8.75 Girls' Lace Collar Silk Coats; now..... 3.95
6.50 Girls' Pongee Coats, 3.95
5.90 Voile Skirts; now.... 2.90
2.95 Mohair Skirts; now.... 1.90
8.75 Silk Skirts; now..... 4.95
6.75 Wash Skirts; now.... 2.95

$19.50 Jumper Suits; now.. $9.75
22.50 Pony Suits; now.... 10.00
27.75 Pony Suits; now.... 15.00
19.75 Cutaway Suits; now 10.00
15.00 Silk Lined Dresses; " 9.50
15.00 Net Dresses over silk " 8.95
14.75 Net Dresses over silk " 8.75
16.50 Net Dresses over silk " 8.95
6.75 Net Dresses over silk " 4.95
30.00 Jumper Suits; now..... 18.50

$23.50 Panama Suits; now $15.00
12.75 Mohair Suits; now.... 7.75
34.75 Voile Suits over silk 20.00
37.50 Fancy Silk Suits; now 22.50
25.00 Pony Silk Suits; now 19.50
35.00 Pongee Suits; now 19.50
36.75 Pongee Suits; now 19.50
44.75 Fancy Suits; now.... 24.75
6.00 Pongee Coats; now 3.95
1.00 Girl's Dresses; now.. 49c

(Siegel Cooper Store, Second Floor, Center.)

FIG. 21

The introduction to this feature section shows the desire of the store for a quick "clean-up"

Dix Make House Dresses and Wash Suits ½ and ⅓ Less Than Regular Prices

We have purchased for this sale the surplus stock of the well-known Dix Make Two-Piece Suits and House Dresses, consisting of 1,269 garments.

The Dix Make garments are well known for their perfect finish and the general high-class character of the workmanship, deep hems, full skirts, correct fitting, refined styles, and "never-rip" seams.

Last January we had a sale of these dresses and it was one of the notable successes of the year. We have nearly 500 more dresses in this sale than last year.

209 regular $2.00 and $2.50 percale house dresses, one-piece and two-piece styles, at $1.29

378 regular $2.50 and $3.00 dresses, nurse-stripe gingham, shepherd-check percale, and light percale dresses (8 different styles) $1.69

42 regular $3.95 striped-gingham two-piece dresses for $2.65

Also, Two Special Sales of Dresses, the maker's seconds (every dress guaranteed satisfactory), $1.50 and $3.50 values at **89c**

Also, $2.50 and $3.50 values at **$1.50**

FIG. 22

The introduction in this panel is good because it tells specifically of a large purchase under the usual prices

Special Price Invitations to Lovers of Fine Paintings

The new prices present an opportunity for the enrichment of local collections—in some cases the prices having been cut 50 per cent.

For instance, *The Latest Romance*, by C. Haight Wood, a member of the Royal Academy and one of the best English artists, was priced Saturday at $400. *Today it is marked $200.*

Other reductions average a third or more.

The pictures were gathered abroad by our own collectors, and the original prices were much lower than they would have been did we buy through third parties.

Artist	Painting	Former Price	Now
L. Legrand	The Document	$100	$60
G. Auglade	Landscape in Scotland	75	40
F. Elsner	Solitude	35	20
Della Rocca	Interesting News	85	50
Maurice Rousseau	Return to the Fold	75	45
L. Minard	The Shepherdess	25	16.50
E. Bare	Wayside Conversation	40	27.50
H. Schiller	Washday in Brittany	50	35
Dories	Musical Soiree	60	35
Broissat	Eventide	40	27.50
C. Maynan	Playmates	35	25
A. Levy	Landscape	35	25
C. Haight Wood	The Latest Romance	400	200
E. Rouson	Spanish Inn	125	75
F. Barucci	Shepherd of the Alps	150	100

In addition, some cheaper pictures also reduced; $20 paintings now $12, $25 paintings now $15, and $12 paintings now $8. (*Art Galleries, Fourth Floor, Old Building.*)

FIG. 23

The introduction in this panel is effective because it tells of the direct buying in markets usually reached through middlemen

NO CONNECTION WITH ANY OTHER STORE

SIEGEL COOPER CO.

SIXTH AVE 18TH & 19TH STS. J.B. GREENHUT. PRES NEW YORK

These Slushy Days Have No Terrors for Women Who Wear the "Czarina" High-Cut Boots.

The high-cut boot has been popular all the Fall because it was a proper and sensible style in footwear to accompany the reign of the short skirt.

Now that Winter is full upon us and the streets full alternately of wet snow and wetter slush, this popular style is even more popular, for it is the dryest and the healthiest boot that a woman can wear for such walking.

The fine, grain leather of the vamp, the tough, elastic calfskin of the uppers and the flexible, but stout soles are as nearly waterproof as leather can be. And the high top keeps the ankles and lower leg perfectly dry, even against the flapping of a wet skirt.

Style A—Grain leather, calfskin, laced, **$3.50**

Style B—Dull calfskin, laced..... **$3.50**

Style C—Calfskin vamp with kidskin uppers, buttoned..... **$4.00**

FIG. 24

An advertisement with seasonableness as the basis for the introduction

Dainty Slippers for the Ball Room

Ever since the days of Cinderella, more attention has been given to a dainty dress for the foot. Up to that time they had evidently been considered a means to an end—for comfort and to keep the feet warm.

That episode showed the possibilities in a mere slipper.

Whether this be true or not, never has the question of beautiful slippers been given more consideration than at present.

If the slippers do not match the gown, the gown must match the slippers.

It is impossible to tell in cold type of our display of handsome slippers.

For instance, handsome bronze slippers, with beaded tongue, are appropriate for gowns in delicate colors.

Then the gold slippers can be worn with any dainty costumes.

The correct shade of red is found in imported morocco.

Slippers in pink, blue, and white glaze, with Louis heels, or the brown, gray, and black ooze are all in demand.

Patent leather is always en règle. We have the covered box Cuban heel if you prefer it to the Louis.

Ball-room slippers start at **$2.50**. You'll have to see them to judge their beauty.

See the Toilet slipppers, too. They start at **50c** for the Turkish.

Women's Calf Shoes at $2.65; value $3.50

A little lot of 400 pairs of women's Lenox calf shoes to be closed out at **$2.65** instead of $3.50. Regular stock, but too many.

—Second floor.

FIG. 25

In this panel, elegance and beauty are the subject of the introduction

Belts From All Over Europe

Opening Day and an Innovation

The unusual. That's the keynote that gives distinction and interest to the Opening. If you knew the conjuring and the travel back of this display, you would not wonder at the immense variety or the unique beauty. In quest of pretty belts all Europe is searched. Many of the designs are original with us, created by foreign makers at our dictation and suggestion. As illustration there's an artistic jewelry store on the Boulevard Poissonniere in Paris. The window shows a unique exhibit of empire jewelry.

The manager of the belt store, hungry for ideas, passed by. A little pin in the exhibit caught his eye. He carried it to the belt maker, and that pin became motif for one of the most artistic buckles in the display. And that planning is typical of the creation of scores of others. No wonder that stores, everywhere, the biggest and best of them, have marveled at this Belt Store. There isn't one in the world to match it. The opening is of widespread interest.

As to fashion. The tendency is to straight-around effects. Belts vary in width from $2\frac{1}{2}$ to 6 inches. Elastic belts are winning new laurels. They are the fashion without a doubt. All colors, some of velvet. Some embossed like a bit of brocade. Prices run from **50c** to **$25.** Imagine the variety! Japanese designs and colorings are a strong note. Stamped leather belts are new. These come from France, Austria, and Germany.

Mourning belts are a feature of the Opening. Refined, beautiful effects.

Innovation—Belts Made to Order

We've the beltings in solid or two-tone effects; buckles to blend with colorings. Both exclusive with us—gathered in Vienna, in fact. Select your belting and the buckle that pleases you. We'll make exactly to your size. Prices are fair, very. See this feature in the opening. See the belts, hundreds of them. Enjoy it all to your heart's content. It is meant to be of large practical help to you, to women everywhere.

These Bargains Are Tempting Refreshments

$1; regularly $2—Embossed Elastic Belts with buckles back and front. Colors and black.

$1; regularly $1.50 — Black-studded Elastic Belts, with dip buckles.

$5; regularly $7.50 — Beautiful studded Elastic Belts; elaborate studding; sunburst back-piece.

—First floor

FIG. 26

Novelty is the keynote of this rather long but well-written introduction

CARSON PIRIE SCOTT & CO.

Trunks at 25% Discount

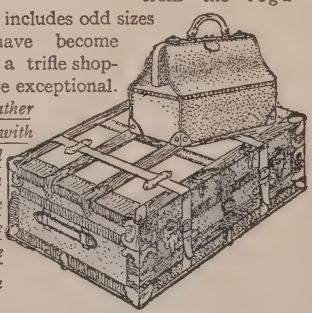
The Entire Sample Line of a Prominent Manufacturer

A timely offering that embraces the entire sample line of a well-known trunk maker, including also odd trunks from our regular stock. The qualities all reflect the highest standard in both workmanship and materials—the savings are unquestionably the greatest of the year.

The showing embodies trunks made of selected basswood; nearly all are supplied with straps. Bindings of fiber, leather or sheet steel. The reduced price range is $6.50 to $35.00

Saving of ¼ on Traveling Bags

Genuine leather traveling bags marked at a reduction of 25% from the regular prices The lot includes odd sizes and bags that have become slightly soiled or are a trifle shopworn. The values are exceptional.



The bags are all leather lined and fitted with brassed lock and catches. Offered in two colors—black and brown. The reduced price range is from $5.00 to, each, $20.00.

Sixth Floor, South Room.

FIG. 27

The introductory sentences of this advertisement bring out the idea of special price, because the trunks are samples and odd ones and the bags are slightly soiled and worn

example, may know why a "hand-molded collar" is a point of importance in a man's coat. But if the writer describes "hand-molded collars that keep their shape and never sag away from the neck or crinkle across the lapels," the point is made perfectly clear.

To know the goods they must be studied. This is another point that should receive careful attention, because, in spite of the fact that it is a principle that all will agree is sound, hundreds of so-called ad-writers do not live up to it.

The writer must study the public at the same time he studies the goods. He must ask himself at the beginning, What would a prospective customer wish to know about these goods? What questions would a salesman be asked about them? On what points would a customer satisfy himself by personal inspection, if he came to the store to buy the goods?

The advertising man should endeavor to answer these questions before he writes a line. In most cases, the buyer of the department concerned can supply the information. It is a very good plan for the advertising man to make a practice of questioning salespeople on these points. They can tell what seems to please customers and what does not, the questions that customers ask, etc. A great deal can be learned, too, by standing near a busy counter and listening to the questions and remarks of customers.

64. It is practically impossible to give even the principal selling points of goods that department stores carry, owing to the enormous field they cover. Besides, the important features change rapidly, especially the styles and colors. Knowledge of these lines comes first from the exercise of common sense and careful study, and, secondly, from the ability to pick up, classify, and remember scraps of information dropped casually in conversations with buyers, salespeople, and customers, or accidentally run across in reading. Trade journals afford much information of value in this line.

65. Selection of Facts.—In the writing of descriptions, the department-store writer may be compared to a

reporter on a newspaper (in some stores the writers are called reporters). He must not only have the "news instinct," which tells him what will and what will not make interesting matter for his readers, but he must also be able to pick out from a mass of facts those which will make a good story and then weave his description around them, omitting nothing of value and wasting no space on unimportant points.

GENERAL SUGGESTIONS

66. As has already been stated, it is almost impossible to give any schedule of selling points that will be of much value, because they vary with every article and with every change of season and change of style. However, the following will serve for general guidance: In considering articles in which design and style are important features, their style and design should be described. Staple articles in which style is of slight importance, such as knit underwear, hosiery, blankets, toweling, etc., are more difficult to describe. The selling points in such cases, aside from price, are points of quality, such as the size and weight of the blankets, the width of towels, the fineness of knitting, and the character of the dye used in the hosiery, etc.

67. Price Alone Often Meaningless.—In advertisements of such goods as just mentioned, price in itself means nothing unless it is coupled with a description of the goods. It is obviously unconvincing to speak of "great values in stockings at 15 cents a pair," because any dealer might offer some kind of hosiery at that price. However, if the writer describes them as "fine, lisle stockings, in the genuine Hermsdorf black, at 15 cents," he will have a crowd at the store the next day, because every woman knows that such stockings, if perfect, usually cost at least 25 cents a pair. This point has already been mentioned and seems too obvious to need repeating, yet it is astonishing how often it is disregarded by advertising writers. Care should therefore be taken never to omit the essential details that

make the price quotation mean something. There is no rule more important than this. If such details cannot well be given, or if they are too technical for the ordinary reader's understanding, at least the price for which the article usually sells should be quoted.

68. Value of Describing Style.—By far the greatest number of items written by the department-store writer depend on the question of *style* for their interest; and style must usually, but not always, be treated in conjunction with descriptions of the quality of goods or with illustrations. Thus, in advertising women's tailored suits or men's clothing, it is essential to the best results that a picture be used, or that a verbal description that shall amount to a picture be given. The thoroughness and cleverness with which this word picture is drawn may make the great difference between good results and no results. Many advertisements merely assert quality, but here and there an advertisement is found like that shown in Fig. 28, which tells why the quality is good.

69. Advisability of Avoiding Generalities.—The less an ad-writer deals in generalities, such as "first-class fabrics," "up-to-date styles," "well-tailored," and other hard-worked phrases, and the closer he keeps to bona-fide descriptions, the better his advertisements will "pull." In fact, such phrases serve to make a distinction between mediocre advertising and good advertising.

70. Truthfulness in Advertising.—It will be apparent at once that in order to write close and accurate descriptions of style and quality, so as to include the points that make the price mean something, the ad-writer should either know all about merchandise or have somebody at his elbow that can tell him the points. Fortunately, the department-store writer has always an inexhaustible source of information in the buyer. But the buyer's statements often need careful verification. He is not likely to be underenthusiastic, and as his own success often depends on his success in impressing the advertising man, he is likely to say more than the facts will warrant.

Greenhut and Company

Dry Goods

The Sale Of Muslin Underwear

The Store of Superior Qualities and Moderate Prices.

Every garment included in this—our first—Sale of Muslin Underwear is of a quality that is above reproach in its grade. The making is first-class in every particular, each piece being cut as every woman wants it—full, but well-fitting.

The savings in price are distinct as can be, as may be seen from the representative items printed below.

Nightgowns:

Of cambric; round neck, short sleeves, lace or embroidery trimmed. Value 1.25 . . . . . 75c

Of nainsook and cambric; high, square or round neck, trimmed with lace or embroidery. Value 1.25 and 1.50 . 1.00

Of nainsook; square or round necks, short sleeves, trimmed with embroidery or torchon lace. Value 1.50 . . . 1.25

Of nainsook; slip-over style, short sleeves, finished with embroidery and ribbon. Value 2.25 . . . . 1.75

Of nainsook; trimmed with Valenciennes lace and medallions, or Swiss insertion and ribbons, or Valenciennes insertions and eyelet embroidery. Value 3.50 . . . 2.50

Nightgowns, in both lace and embroidery effects, from 3.75 to 25.00

Petticoats:

Of cambric; deep lawn flounce, dust ruffle Value 1.00 75c

Of cambric; umbrella style, deep lawn flounce, embroidered ruffles. Value 1.65 . . . . . 1.25

Of cambric; umbrella style, deep flounce, open eyelet or embroidery ruffle. Value 2 25 . . . . . 1 75

Of cambric; umbrella style, flounce of nine rows of Valenciennes insertion and lace edge. Value 3.50 . . . 2.50

Petticoats—embroidered and trimmed with lace and ribbon—from . . . . . 5.00 to 45 00

Chemises:

Of nainsook; round neck, trimmed with bands or torchon insertion. Value 75c 50c

Of nainsook; round neck, trimmed with bands of eyelet embroidery. Value 85c 65c

Of nainsook; embroidered yoke with scalloped edge. Value 1.00 . . . . . 75c

Of nainsook; yoke of embroidered medallions and Valenciennes insertion. Value 1.15 . . . . . 85c

Of nainsook; yoke of German Valenciennes insertion and embroidered beading. Value 1.35 . . . . 1.00

FIG. 28

The buyer may perhaps be pardoned, though never justified, for enthusiastic exaggeration, but it is a fault that can never be forgiven the advertising man. Modern advertising demands accuracy and truth; the time is past—if, indeed, it ever existed—when "the public liked to be humbugged," and it is the duty of the advertising man to protect his store against errors of this kind. One exaggeration may do more harm to a store than a month's advertising can make good. The ad-writer should, of course, portray the offers as alluringly as he can, but he must stick to facts if he wants to succeed.

No successful store practices exaggeration today; the stores that do exaggerate are not increasing their business, and the ones that are notorious for exaggerating are losing ground daily.

71. Verification of Buyers' Claims.—In most of the large stores, the advertising man usually insists on examining goods even when he knows all about them and does not have to examine them to find out the selling points. He does this to make sure that the buyer is not deceiving him. In some stores, this duty of checking off buyers' statements is performed by the merchandise man. In at least two very prominent stores, a reward of $1 or more is paid to anybody in the organization that can detect an error or overstatement in the advertising, and with four or five thousand pair of eyes scanning his work, the advertising man has to be careful, for he is always held strictly accountable. It is not an excuse to say that he relied on the buyer's statement; the buyer is not the mouthpiece of the store, while the advertising man is.

72. Frankness in Advertising.—To summarize the foregoing points, it is well in writing descriptions never to omit to state the points that make the price significant; that is, the points of weight, width, character, workmanship, novelty, or style that give the article its value. These points should be made as vivid and alluring as possible and at the same time should be kept within the limits of truth. Never

fail to state anything that is wrong with the goods, such as dropped stitches, oil stains, slight soiling, etc.

A story is told about a well-known pioneer advertising manager. On the very first morning in his new position, he was approached by a buyer that said: "We want to offer two hundred mackintoshes tomorrow. They were bought to sell at $20, but they're rotten."

This information was cheering, to be sure.

"How much do you want for them?"

"Oh, we'll do well if we can get $5 for them, but I fear the case is rather hopeless."

Fig. 29 shows the substance of what appeared in the advertisement.

200 $20-Mackintoshes
For $5

Our buyer says they are rotten. But even if they are as bad as he says, they ought to be worth $5 to you.

Fig. 29

It is said that the two hundred were sold in a few hours, and that many persons were turned away disappointed.

It is never a mistake to be frank with the public, as the customer is sure to find out about defects anyway. If the ad-writer does not mention them, he has not only given a false impression, but he is sure to be caught. However, none of these facts should be taken on faith. The good and the bad alike should be verified.

A large New York store once advertised for the return of a lot of serge suits advertised and sold under a misapprehension of the quality. It cost the store money to do this, but the action undoubtedly did much toward creating public confidence.

In many of the large department stores where honesty is the oil that lubricates the wheel of advertising, a *merchandise room* is situated near the office of the advertising manager.

In this room, the advertising manager inspects all goods to be advertised, and if, in his opinion, the department buyer's statement of value is exaggerated, a consultation between the two ensues, and the matter is adjusted.

73. Advertising Small Quantities.—The department-store man should exercise care in the advertising of *small quantities.* If the amount of goods on hand is so limited that there is a probability that they will be sold before the day is over, this fact should be mentioned in the advertisement. It not only adds something to the convincingness of the advertisement and gives a good reason for the lowered price, if any, but it also avoids a very common cause of complaint on the part of customers that come late and find the goods gone. Such disappointed persons will not be likely to come the next time good things are advertised. If frank warning is given, however, they cannot blame the store for their disappointment.

WOMEN AS AD-WRITERS

74. Some of the most successful department-store advertising managers have one or more women ad-writers on their staffs. In writing up such goods as millinery, dress goods, notions, etc., a bright woman has a distinct advantage over a man. Sometimes a bright saleswoman can render valuable assistance even if her entire time is not given to advertising work.

DEPARTMENT-STORE MANAGEMENT

(PART 2)

GIVING PUBLICITY TO ADVERTISING MATTER

PRINTING OF ADVERTISEMENTS

TYPOGRAPHICAL STYLE

1. On examining the newspaper advertisements of prominent department stores, or the examples shown in this Section, it will be found that nearly every large store has a distinctive **typographical style.** By continually following one style, the advertisements of each of these stores become so familiar to readers that the signature, or name plate, is frequently unnecessary, although, of course, it is never intentionally omitted. This style is usually brought about by setting the advertisements in all the newspapers in which they appear in a certain style of type. The type may be the property of the store, or the newspapers may own it and agree to use it only in the advertisements of a certain store. Therefore, if a store does enough advertising to warrant the purchase of a certain series of type for its exclusive use, an early duty of the advertising man should be to select an appropriate style and induce the newspaper publishers on his list or the proprietor of the store to purchase the type desired.

NOTE.—The subject of typographical style is treated in detail in *Advertisement Display*, which should be reviewed in connection with this Section.

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2. Having chosen the type or having had it chosen for him, the advertising man should think out for himself the style of display in which it shall be used. This is a matter for individual taste and judgment, which should be governed by a study of the best examples of newspaper advertising procurable. The aim should be to make one's own advertisement strikingly different from all others likely to appear in the same paper and at the same time be reasonably economical in the use of space, and to strive always for simplicity and legibility as well as for individuality.

No rule can be given for the formation of a typographical style any more than a set rule can be given for the design of a house. It depends entirely on the judgment of the advertiser. But once a style is formed, it should be fairly well adhered to. Occasional variations do no harm; in fact, they are sometimes advisable to avoid the danger of losing effectiveness through too great uniformity. But these variations should be only occasional and only in points of detail.

ILLUSTRATIONS

3. Classes of Illustrations.—In department-store work, illustrations are of three general classes, namely, **fashion work,** which consists of representations of styles in dress; **direct work,** which usually includes drawings of actual articles, like furniture, pianos, refrigerators, and house furnishings; and **decorative work,** which covers purely decorative drawings, such as headings. Illustrations of the first two classes are used to make sales by showing a style or an article, while decorative illustrations are used merely to give an attractive appearance to an advertisement. Many good advertising men that use illustrations of the first two classes freely, never use those of the last class at all.

4. High-Grade Fashion Work.—The fashion work used in the best department-store advertising is rapidly attaining a very high plane of artistic as well as commercial merit. In Figs. 1, 2, and 3 are shown examples of **high-grade fashion work,** in which details are accurately

brought out and well-fitting garments are illustrated. These illustrations should be contrasted with the one shown in Fig. 4, which, while artistic in conception and execution, is not good from a merchandizing point of view, because the suit appears to be baggy, ill-fitting, and untrimmed.

Good fashion artists are not plentiful. Their services command a high figure, and unless the advertising manager is fortunate enough to secure the services of a really first-class artist, he will do well to have his name placed on the mailing list of one of the many good commercial-art firms that syndicate their drawings.

The principal argument in favor of a syndicate service is the low cost. The pictures furnished, however, seldom or never portray the actual goods advertised. The cuts, therefore, are rather more decorative than purely illustrative. For this reason, the larger stores usually engage artists to come to the advertising office from time to time so as to make accurate drawings of the actual merchandise. One large New York store has its own staff of artists regularly employed the year around as a part of the advertising-department organization. This method is being followed to some extent by other prominent stores. It is costly, but it probably pays, because it gives the illustrations of the store an individuality; also, because it enables the advertising manager to plan and regulate the illustrating work much better. In this connection, the illustrations shown in Figs. 5, 6, 7, 8, 9, 10, and 11 should be carefully studied.

COPY AND PROOFS

5. Methods of Supplying Copy.—After the copy and the layout have been prepared, they are sent, together with the cuts, to the newspaper office. In some of the larger cities, it is the practice to give each paper a different advertisement, which plan, of course, requires a separate layout and separate copy for each.

In most cities, however, the advertising man prepares only one advertisement a day, and this is duplicated in whole

FIG. 1

Fig. 2

FIG. 3

FIG. 4

)-MORROW ON ILIPPINE BILL

ll Allow Two Days to Fifteen-Minute Speeches.

QUESTION NEXT

ubstitute for Nicaragua : Bill Introduced by nator Spooner

WASHINGTON, June 1. terms of the unanimous ached last Wednesday the ote at 4 o'clock Tuesday on ding a form of civil govern- i Philippine Islands, and the ining time of the Senate s be devoted to fifteen-minute be bill.

will meet at 11 o'clock on on Tuesday for the purpose itional time for the discus- number of short speeches but no order for their deliv- agreed on

understanding now is that r, after the disposal of the i, the Nicaragua Canal bill up and made the regular or- ss. There will be an effort ilute for the Nicaragua bill ucked by Senator Spooner, discretion of the President of an Isthmian canal route, dons say a majority of the sport them.

of the Nicaragua route and ates of a policy that would resident discretion as to y there is no necessity or prolonged doubt.

f speeches have already ed. Senator Hanna will ch for the Spooner bill, as ltiredge. Among those who their purpose of address- in the interest of the Nic- re Senators Hanna, Mitch- f Louisiana, Turner and

understanding is that the ity bill will not be dis- the week. That measure is ites, but probably will be nesday or Wednesday, its been practically agreed on ean members of the com- l agreed on provides for a ion for five years of 37 ½ ts duty on Cuban goods h United States without tions as to immigration or any other conditions. ent intention to have the ators caucus on the bill with the hope of making ure and thus avoiding the party ranks which even the question in the entatives.

District of Columbia ap- probably will be re- to-week, but their ion will depend largely n of Senators to consid- of the canal question.

BILLS E THE HOUSE

· June 1.—During the House probably will act e bills, which the rules ions time ago to body at the earliest me are the anti-monop- olific cable bill and the ell

to be set on the anti- nderation of which will norrow, but it is not be- occupy more than two be given to the bill for able to the Philippines, the irrigation bill.

Rebuilding Furniture Sale

From the first mention of this Rebuilding Sacrifice Sale, the big store has been overrun with bargain seekers, who find the benefits large, broad, liberal Sacrifice prices are marked on every class of furniture that belongs to the make-up of a home The public is responding eagerly and their money-saving purchases are helping us every hour to secure the needed room, for carpenters and masons. They clamor continuously for space, and in order to facilitate the work, price cutting is even greater than when the sale began. And that makes new and abundant bargains for every day as it rolls 'round—to-day, to-morrow and the next. This will be a banner week and the bargains are exceptionally choice and many. Figures below hint how ruthlessly profits are being sacrificed

Wardrobes

These prices reveal some of the many exceptional bargains in wardrobes. All of fine cabinet work. Many with French plate mirror doors.

Mahogany, inlaid; $80.00 kind . . $50.00
Mahogany finish; $60.00 kind . . . $39.50
Mahogany finish; $00.00 kind . . . $42.50
Oak, $25.00 kind $17.50
Toona wood, inlaid; $40.00 kind . $24.50
Mahogany, inlaid; $45.00 kind . . $33.80
Mahogany finish, $20.00 kind . . . $13.00
Oak; $32.00 kind $21.00

Odd Bureaus

150 pretty patterns. Rare chances for homes, boarding houses or hotels. Note prices

Oak; $12.00 kind $12.00
Oak; $14.00 kind $9.90
Oak; $20.00 kind $14.50
Oak; $25.00 kind $15.50
Oak; $30.00 kind $19.50
Oak; $35.00 kind $20.00
Oak; $45.00 kind $29.00
Oak; $35.00 kind $25.00
Oak; $50.00 kind $34.00

Bedroom Suites

Such fine suites were never marked so low before. All three pieces—bedstead, bureau and washstand.

Brown ash; $35.00 kind $28.00
Oak; $28.00 kind $20.00
Oak; $48.00 kind $30.00
Oak; $45.00 kind $37.50
Oak; $45.00 kind $42.50
Oak; $60.00 kind $45.00
Oak; $70.00 kind $52.50

Chiffoniers

They're here and at bargains for all—dwellers in cottage or palace.

Oak; French plate beveled mirror . $7.50
Oak; French plate beveled mirror . $8.75
Oak; French plate beveled mirror . $9.00
Oak; French plate beveled mirror . $9.75
Oak; French plate beveled mirror . $10.50
Oak; French plate beveled mirror . $11.00
Oak; French plate beveled mirror . $12.00
Oak; French plate beveled mirror . $14.50
Oak; French plate beveled mirror . $18.50
Oak; French plate beveled mirror . $16.50

Standing Hall Racks

Who will be to blame if you do not secure a bargain in a Hall Rack? It's all the regular "Van Sciver stock, rich in value.

Flemish oak; $45.00 kind $33.50
Weathered oak; $65.00 kind $50.00
Flemish oak, $35.00 kind $23.00
Mahogany, $45.00 kind $33.00
Mahogany; $00.00 kind $72.50
Mahogany; $100.00 kind $80.00
Mahogany; $125.00 kind $93.00
Golden oak; $25.00 kind $16.50
Golden oak; $35.00 kind $23.00
Walnut; $45.00 kind $31.00

China Closets

Have full bent glass ends and glass doors. Many have mirror backs or shelves—some both.

Quartered oak; $35.00 kind . . . $28.00
Quartered oak; $46.00 kind . . . $37.50
Quartered oak; $40.00 kind . . . $31.50
Quartered oak; $70.00 kind . . . $58.00
Quartered oak; $55.00 kind . . . $44.00
Quartered oak; $60.00 kind . . . $33.00
Quartered oak; $80.00 kind . . . $62.50
Quartered oak; $95.00 kind . . . $68.00
Quartered oak; $125.00 kind . . . $90.00
Quartered oak; $100.00 kind . . . $78.00

Refrigerators and Ice Chests

The largest and finest stock; the most practical and efficient system of dry air preserving process. New catalogue with specially reduced prices now ready, sent free to any one applying.

Odd Bureaus

150 pretty patterns. Rare chances for homes, boarding houses or hotels. Note prices

Oak; $18.00 kind $12.00
Oak; $14.00 kind $9.90
Oak; $20.00 kind $14.50
Oak; $25.00 kind $15.50
Oak; $30.00 kind $19.50
Oak; $35.00 kind $20.00
Oak; $45.00 kind $29.00
Oak; $35.00 kind $25.00
Oak; $50.00 kind $34.00

Bedroom Suites

Such fine suites were never marked so low before. All three pieces—bedstead, bureau and washstand.

Brown ash; $35.00 kind $28.00
Oak; $28.00 kind $20.00
Oak; $48.00 kind $30.00
Oak; $45.00 kind $37.50
Oak; $45.00 kind $42.50
Oak; $60.00 kind $45.00
Oak; $70.00 kind $52.50

Chiffoniers

They're here and at bargains for all—dwellers in cottage or palace.

Oak; French plate beveled mirror . $7.50
Oak; French plate beveled mirror . $8.75
Oak; French plate beveled mirror . $9.00
Oak; French plate beveled mirror . $9.75
Oak; French plate beveled mirror . $10.50
Oak; French plate beveled mirror . $11.00
Oak; French plate beveled mirror . $12.00
Oak; French plate beveled mirror . $14.50
Oak; French plate beveled mirror . $18.50
Oak; French plate beveled mirror . $16.50

Standing Hall Racks

Who will be to blame if you do not secure a bargain in a Hall Rack? It's all the regular "Van Sciver stock, rich in value.

Flemish oak; $45.00 kind $33.50
Weathered oak; $65.00 kind $50.00
Flemish oak, $35.00 kind $23.00
Mahogany, $45.00 kind $33.00
Mahogany; $00.00 kind $72.50
Mahogany; $100.00 kind $80.00
Mahogany; $125.00 kind $93.00
Golden oak; $25.00 kind $16.50
Golden oak; $35.00 kind $23.00
Walnut; $45.00 kind $31.00

China Closets

Have full bent glass ends and glass doors. Many have mirror backs or shelves—some both.

Quartered oak; $35.00 kind . . . $28.00
Quartered oak; $46.00 kind . . . $37.50
Quartered oak; $40.00 kind . . . $31.50
Quartered oak; $70.00 kind . . . $58.00
Quartered oak; $55.00 kind . . . $44.00
Quartered oak; $60.00 kind . . . $33.00
Quartered oak; $80.00 kind . . . $62.50
Quartered oak; $95.00 kind . . . $68.00
Quartered oak; $125.00 kind . . . $90.00
Quartered oak; $100.00 kind . . . $78.00

Refrigerators and Ice Chests

The largest and finest stock; the most practical and efficient system of dry air preserving process. New catalogue with specially reduced prices now ready, sent free to any one applying.

Carpets at Cost and Less

All the different grades of floor coverings have been shifted around and rearranged in order to make more floor space. Reduced prices will be appreciated by those who have long known the fact that the Van Sciver carpet prices, in their regular way, are much beneath the market.

Rugs

	Formerly	Now
Wilton; 9x12 feet . . .	$55.00	$30.00
Smyrna; best; 9x12 ft .	$28.50	$24.75
Axminster; 9x12 feet .	$30.50	$17.00

Carpets

Axminsters; Lowell and Bigelow; formerly $1.65 and $1.75; now $1.20 per yard.

Wilton Velvets; $1.40 grade; now $1.10 and $1.18 per yard.

Velvets; price 75c yard instead of $1.00.

Tapestry Brussels; 10 wire; 62½c per yard instead of 85c.

Body Brussels; patterns for rooms, halls and stairs; the $1.35 grade; now $1.10 per yard.

Body Brussels; patterns for rooms, halls and stairs; the $1.25 grade; now marked to $1.00 per yard.

Ingrains; all wool; former price 70c; now 55c per yard.

Ingrains; all wool; former price 65c; now 50c per yard.

FURNITURE, CARPETS, DRAPERIES, WALL-PAPERS, BEDDING, ETC.

J. B. VAN SCIVER CO.

CAMDEN, N. J.

LARGEST DECORATIVE HOME FURNISHING HOUSE IN THE WORLD.

EASY OF ACCESS BY FERRY FROM MARKET ST. PHILA. ALL BOATS LAND AT OUR WAREROOMS.

SIDE LIGHTS ON POLITICIANS AND THEIR LITTLE GAMES

Maybe Quay is going to Harrisburg to open his headquarters a week before the convention because he has a large majority of the delegates absolutely tied up.—Pennypacker.

But it doesn't sound reasonable.

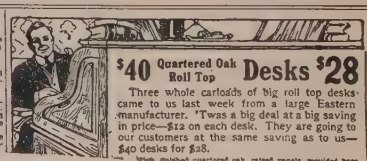
* * *

That St. Louis grand jury will find it no light task to convince people here [illegible] movement of that city [illegible] Philadelphia may be a little more careful in their character assassinating operations of the future.

* * *

Levying blackmail on poor school teachers is a natural product of the system under which the bribing of Legislators and the purchase of votes in conventions are regarded as legitimate politics.

The sneaking little thief takes his cue from the bold highwaymen of the mar-



$40 Quartered Oak Roll Top Desks $28

Three whole carloads of big roll top desks came to us last week from a large Eastern manufacturer. 'Twas a big deal at a big saving in price—$12 on each desk. They are going to our customers at the same saving as to us—$40 desks for $28.

Quartered oak, raised panels, moulded base, [illegible]

FIG. 5

The leading features of this advertisement are the superior illustration and the "rebuilding" talk

Store Closes at One

A few of us will have to stay at work—we're moving, you know; expanding into the enlarged building. But the thousands will be off for a lark

Monday, *the* Furniture Sale

It's success was assured when we completed *the* purchases of the goods to be offered. We simply await public endorsement of the sale—await to see how quickly you avail yourself of what we know to be very great bargains.

Of Course, All of You Will Compare

Bathing Suits for Everybody

DAINTINESS and regard for one's health demand the wearing of their own bathing suit—and into a bathing suit you'll hurry at the first moment.

Americans taught the world how to bathe—and what fun we have at it! The romps on the beach are worth the year's waiting for play—time to get back again.

For Women:

Fabrics, she's to be chosen that shed the water well. Mohair does this best of all. It rebounds readily into freshness, too, after the bath—

Black Sateen Bathing Suit (a double-breasted) stylish and serviceable, $3.98. Value, $5.

Black Mohair Bathing Suits—tailor-trimmed with braid, $5.98.

Black Mohair Waist Suits, tucked waist, $4.98.

Black Surf Cloth Bathing Suits, braid-trimmed, $5.

Black Surf Cloth Bathing Suits, with full pantaloons and sailor collar and cuffs, trimmed with rows of braid, $5.75.

Black Surf Cloth Suits, red and white flock pattern and shield, the skirt is trimmed elegantly with a deep frill of black, black and white braid throughout, $6.75.

Bathing Suits of Surf Cloth and Mohair, blue and black and plain effects, some elaborately trimmed, $8.50, $9.50, $10.50, $11, $12 up to $15.98.

—Second floor.

For Girls:

Modeled for the little tots. Chic little Mohair Suits for girls 2 to 6 years.

Cheviot and Mohair Bathing Suits, braid-trimmed, $1.98.

Cheviot-and-Mohair Bathing Suits, pretty braid-trimmed, $2.25.

Two-piece Mohair Bathing Suits, various styles, trimmed with braid and cloth in red and white effects, $2.25, $2.75, $3.50 and $3.98.

Two-piece Mohair Suits, red and white cotton, $5, $5.75, $6.50 and $8.98. —Second floor.

For Men:

The correct Bathing Suit for men is of extra heavy Navy Blue Worsted, has a sleeveless shirt with wide sailor collar, pearl buttons and at waist of skirt, and the trunks have a blue tape tie at the waist. Shoulder straps, $3.98. Without shoulder straps, $4. Caps to wear with the bathing clothes, 98c. Shoes to wear with the bathing clothes, $4.

Men's navy blue two-piece Bathing Suits, made of all-wool navy blue flannel, with sailor collar, $5.98 a suit.

Men's navy blue two-piece Bathing Suits, made of heavy-weight Cotton, quarter sleeves, 48c a suit.

Men's two-piece Suits, made of heavy-weight Cotton, with white and colored trimmings, $1 a suit.

Men's two-piece Suits, extra heavy-weight Cotton, with white and colored trimmings, $1.25 a suit.

Men's Two-piece Suits in Worsted, quarter sleeves, navy or black, $1.89 a suit.

Men's two-piece Suits, heavy Worsted, quarter sleeves, navy or red stripe, $2.19 a suit.

Men's two-piece Suits, heavy Worsted, quarter sleeves, white or dark blue stripe, $2.98 a suit.

Men's two-piece heavy Worsted Suits, quarter sleeves and knee pants, navy or red stripe, $3.98 a suit.

Men's two-piece Suits, extra quality Worsted, navy or red fancy stripe, $3.98 a suit.

Men's two-piece extra heavy Worsted Suits, quarter sleeves, knee pants, navy or red stripe, $4.98 a suit.

Men's two-piece Suits, made of extra heavy-weight Worsted, quarter sleeves, knee pants, navy or red stripe, $5.98 a suit.

Men's two-piece Suits, made of heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $1.25 a suit.

Men's two-piece Suits, made of heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $1.50 a suit.

Men's two-piece Suits, extra heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $1.75 a suit.

Men's two-piece Suits, made of heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $2 a suit.

Men's two-piece Suits, made of heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $2.25 a suit.

Men's two-piece Suits, made of heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $2.50 a suit.

Men's two-piece Suits, made of heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $2.75 a suit.

Men's two-piece Suits, made of heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $3 a suit.

Men's two-piece Suits, made of heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $3.50 a suit.

Men's two-piece Suits, made of heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $4 a suit.

Men's two-piece Suits, made of heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $4.50 a suit.

Men's two-piece Suits, made of heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $5 a suit.

Men's two-piece Suits, made of heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $5.50 a suit.

Men's two-piece Suits, made of heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $6 a suit.

Men's two-piece Suits, made of heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $6.50 a suit.

Men's two-piece Suits, made of heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $7 a suit.

Men's two-piece Suits, made of heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $7.50 a suit.

Men's two-piece Suits, made of heavy-weight Cotton, quarter sleeves, knee pants, white and colored stripes, $8 a suit.

—Fourth floor.

For Boys:

Boys' two-piece Suits, made of extra-heavy-weight Cotton, quarter sleeves, knee pants, navy and white stripes and blue stripes, 98c a suit.

Boys' two-piece Suits, with sailor collar and trimmed with rows of braid, navy and white stripes, $1.98 a suit.

Boys' two-piece Suits, with sailor collar and trimmed with rows of braid, navy and white stripes, $2.98 a suit.

Boys' two-piece Suits, with sailor collar and trimmed with rows of braid, navy and white stripes, $3.98 a suit.

Boys' two-piece Worsted Suits, navy and maroon, with red or white trimmings, $2.98 a suit.

—Fourth floor—Sporting Goods Store.

$1 for Men's Straw Hats

Any straw hat in stock for $1—the men's. Tourist shapes, with cream and rolled brim, and regular shapes (sailor hat style), with flat crowns and straight brims. Sold at $1.74 to $2.50. Fewest of the $2.50 sorts left, that's the reason why to-morrow if you would get best values.

There are Tourist shapes that sold at $3, $2.50 and $2, in French Panis, Milan, Split Straw and Fancy Braids.

Men's Best Straw Hats, five or six shapes. $5.00, $4, $3.50 and $3. Second floor.

Fly Fo.

Men's Sennit and Rough Straw Hats, $3, $2.50, $2 and $1.75 sorts. Fly Fo.

Boys' Straw Hats at 50c. Sold up to $1.

Fly Fo. Fly Fo. Fly Fo. Fly Fo. Fly Fo. On Third floor, but up front. Fly Fo on the way to new quarters, and only tarries awhile at this point.

Third floor, twelve elevators.

Tailored Suits *and* Skirts

Stainless suits—one would pay almost as much for equally stylish making. Think it over, think whether you can afford to skip the style and grace that mercerized cloths give.

$15—Handsome Tailor-made Suits of corded-weave Cheviot, skirt lined throughout, percaline drop skirt, jacket satin-lined and trimmed with fancy braid, in black, navy blue and green, also fancy mixtures, with fine cloth, strongly stitched seams, velvet-bound collar and cuffs, jacket trimmed with fine soutache braids.

$18—Stylish Stainless Suits, short Eton jacket, prettily trimmed with rows of braid, in fine cheviot and fancy mixtures, with percaline lined skirt and velvet collar; the jacket is shaped over a stylish boned lining, and the skirt has a deep pointed flounce, pretty top finish, with the way no new quarters, and only tarries awhile at this point.

Third floor, twelve elevators.

Separate Skirts—Short—

$2.98: Black Cloth Walking Skirts, tailor-made, in full sweep, with velvet bound flounce—in rows of stitching at bottom.

$4.75—Black and blue mohair Walking Skirts, percaline lined flounce, stitched in white, velvet stitching on hips and in rows at bottom; the blue mohair skirt has a nearly invisible, satin-finished basket check.

$5—Black Cheviot Walking Skirts, percaline lined flounce, velvet stitching on hips and in rows at bottom.

$6—Black Cheviot Walking Skirts, percaline lined flounce, velvet stitching on hips and in rows at bottom, and at top and bottom of flare flounce.

$8—Black Cheviot Walking Skirts, percaline lined flounce, velvet stitching on hips and in rows at bottom, and at top and bottom of flare flounce, flaring design.

Photographic Demonstration

The Photographic Supply Store has been moved. Side on the fourth floor, but even in the East by-sting.

There's to be an interesting demonstration there today to show how simple it is to make

Platinum Prints

It'll be done by an expert from the factory

Bargains—

Premo O Cameras, 4 by 5, at $7.50. Fitted with Rapid shutter, R. R. time, time and instantaneous, and with Rapid rectilinear lens.

Premo No. 6 Cameras, 4 by 5, at $10. Fitted with Rapid shutter, R. R. time, time and instantaneous, and with Rapid rectilinear lens.

$1.95 for 12 Harrison Tripods. Usually $2.50.

$2.50 for 12 quarts Pint of Metal Pails. Usually $3.

60c for Photo Binders, for Cabinet Photos. Usually 75c.

15c for Quarter Books, made to hold 100 Cabinet Photos.

Printing Frames, 4 by 5, 10c; 5 by 7, 15c; 8 by 10, 25c. —Fourth floor. East store.

Boys' Clothing

Gracious, what funny July weather the last day or two! The boy needs something warmer than thin washable suits to meet these unlooked-for drops in temperature. The best suit for the need is the

"Gimbel Special" Serge Suit at $5

Single-breasted sacque coats, a rugged weight for Summer wear—light, yet with warmth enough for cool days. And always dressy. The best money's worth we know of; and plenty of sizes.

Boys don't respect seasons—they wear out clothes all the time. So the dependable clothing store is prepared at all times to supply them. Plenty of suits and sizes here, especially in Short Waists, Blouses and Knee Trousers—

Blouses and Shirt Waists, 25c: Boys' 75 Waistbow Trousers, 35c to $1.98. Overalls, 39c, 50c and 60c. Knee Pants, 47c to $1. Golf Rompers, 89

Girls' Overalls, 25c. Linen Waists, 39c and 50c. Serge Suits, $4 to $10 Reefers, $1.50 to $6.50. Serge Coats $3.33 to $5. —Third floor.

New *and* Pretty Hats, $5

WOMEN appreciate this new era in millinery—the continuous freshness of stocks, for no matter when the need comes for a new hat one can come to Gimbels and be suited to perfection.

The season's new is for inexpensive hats—$5—so that stock showers and other hats come these forms.

Black hats, white hats—the inventory is to wear a rather large black hat with white dress, for a while but with colored costumes.

$5—All-white Picture Hat of coarse braid, edge of white chiffon silk wrapped with satin ribbon and white wings with black points.

$5—Black Picture Hat of white satin braid, lined with black peau de soie and trimmed with white wings and ostrich feather.

$5—Black Picture Hats of white satin braid, lined with black peau de soie and trimmed with white wings and ostrich feather.

$5—Black Picture Hat

MARSHALL FIELD & COMPANY
Opening Exposition of Exquisite
Dress Hats
In the great numbers, the variety, exclusiveness, and artistic elegance of the hats assembled for this very important event, all our previous similar displays have been far outclassed.
French Millinery
The most eminent artists of Paris are widely represented in types of the highest order of excellence.
Our own designers
have had to vie for the last several months the requirements of this event—their contributions are equally praiseworthy.
The prestige of this section as a style source of unequaled importance will be almost immeasurably increased by this exhibit. So elaborate a presentation of fascinating modes has never before been attempted.
Announcing....
for Tuesday, Wednesday and Thursday October Sixth, Seventh and Eighth, Nineteen Hundred Three,
Our Formal Opening of the Season in
Wraps, Costumes, Suits and Waists
For the Purpose of Introducing the Newly Enlarged Sections.
The phenomenal growth of these sections has rendered quite inadequate the additional space appropriated for their use a year ago.
In the immense displays beginning this morning, every section emphasizes its undoubted superiority by contributing the most charming, most extensive variety of rare novelties ever seen anywhere.
World famous designers have been busily engaged for several months producing individual modes in which originality and refinement have never before been so successfully combined.
The entire fourth floor, occupying 384x150 feet, and extending along State Street from Washington to Randolph Street, with its magnificent settings and artistic decorations, will present a marvelously interesting and beautiful picture.

FIG. 7

A fine example of opening announcement. Note the harmony between the signature, the illustrations, and the decorative border. No prices are given; the whole effect is of elegance and beauty. This advertisement occupied a full page. Plate lent by "Profitable Advertising"

OHIOANS DONATE FUNDS TO STATE

Members of the World's Fair Commission, State Officials and Others Volunteer Subscriptions.

TO SEND TROOPS TO ST. LOUIS.

No Public Funds Are Available, but a Provisional Regiment of 800 Men Will Attend Exposition Dedication.

REPUBLIC SPECIAL.

COLUMBUS, O., March 28.—Ohio will be represented at the dedicatory ceremonies of the Louisiana Purchase Exposition by a provisional regiment, which will be one of the crack militia of the State. The regiment will be made possible by the prompt action of the Ohio Commission, State officials and others to whom the body looked out of their own pockets. The total is $800, enough to pay the expenses of the regiment.

The Ohio Exposition Board met with the St. Louis Commission last night and submitted the proposition. The latter body, which is composed of men of wealth, after hearing what action had been taken by the Ohio Board, decided to accept the offer of a regiment, but declined to permit the State Board to pay for it, as the Missouri Commission has ample funds for the purpose. The Ohio Board, however, insisted that the regiment should be paid for by the Ohio Commission, and finally the St. Louis Commission consented to accept the offer.

Adjutant General Corbin is now at work on the details of the regiment, and the men will be selected from the various companies of the National Guard. The regiment will probably consist of seven companies of infantry, with a battery of artillery. Governor Nash will be asked to issue a proclamation calling for volunteers for the regiment, and will name a regimental organization. The regiment will probably be made up from this source.

VOUCHES FOR $225 IN DUST FROM ONE PAN.

Report of Lucky Discovery of Gold on Bald Creek, Twenty-six Miles Above Nome.

REPUBLIC SPECIAL.

SEATTLE, March 28.—Important information was brought to-day by the ship Al-Ki, of the Kinsman Transportation Line, which arrived in port from Nome. The Al-Ki brought down 1,000 tons of freight and 200 passengers. Among the latter is Captain Thomas Lee, the owner of the famous Lee claim on Anvil Creek, which was the first rich find made in the Nome district. Captain Lee is accompanied by his wife and family, and they have come out to spend the summer at their home in this city. Captain Lee has been very busy from the time he arrived in Nome last June, and has had little time to devote to anything but his mining interests, so that but few people in the city have had the opportunity of meeting him. He is a modest man, and does not like to be pointed out as a millionaire, which he undoubtedly is. He is a man of few words, and when he does speak he talks to the point. He has been very successful in his mining operations, and has made a fortune in the Nome district. He is a man of few words, and when he does speak he talks to the point. He has been very successful in his mining operations, and has made a fortune in the Nome district.

[illegible]

FIDDLES FOR PRIZE AT 83.

Old Man Takes Part in Contest of Backwoods Musicians.

REPUBLIC SPECIAL.

[illegible]

BIG ROLLING-MILL COMBINE.

It Will Take in All Plants of the Middle West.

[illegible]

COL. CARLISLE WILL DECLINE.

Cannot Accept Assistant Secretaryship of Commerce.

[illegible]

BIRDS NOT TO BE KILLED.

Ohio Game Law Prohibits Shooting of Sparrows.

REPUBLIC SPECIAL.

[illegible]

D. SOMMERS & CO.

ST. LOUIS' GREATEST HOUSEFURNISHERS.

Providers of Reliable Furniture, Carpets and Household Goods.

ANNOUNCEMENT

AT the gates of Spring! To-morrow we open wide our doors to welcome the beautiful new season and the busy buyers it will bring. The entire store has caught the spirit of this most glorious time of year and is radiant in holiday attire. There is an added touch of newness and freshness to the stock and appointments. Every article is, as if on dress parade, beaming and gleaming and shining and bright.

Call and get ideas for house-cleaning time. All are most cordially welcome.

Our buyers, each a master in his department, were sent to the markets throughout the country. As a result our store now holds a greater collection of more beautiful housefurnishings than has ever been shown in this city. In their search they found many bargains—these are now at your service.

Furniture, Carpets, Stoves and Ranges, in fact household necessities of every description and at every price, no matter how fine or how trifling in cost, are here for your consideration and are shown in a most pleasing and up-to-date way.

Our standard of merchandise begins where merit does and ends with the best. You may select whatever you require, feeling confident in the knowledge that you are buying from a most complete stock, many patterns of which are made exclusively for us and not to be found elsewhere.

The prices you will invariably find to be right, lower than are named for equal qualities elsewhere. We aim to provide something newer, something different, something better than the old-style store and always at the lowest price.

Our reputation is built upon the rock—on Highest Quality, Newest Style, Lowest Price and Best Service. Long ago we drew the line against the poorly made goods that cannot stand the test of satisfactory wear. Our goods are made to last. Quality is always first with us, then style and grace that will bring to the home an air of taste and refinement.

The leading furniture business of St. Louis did not come to us by accident. Those who know the quality of goods we handle and the prices we sell them at will readily understand. Do you realize that our store is to-day almost double in size and volume of business what it was three years ago? The same forces which have caused it to grow so rapidly in the past stand out more prominently now than ever before. The women are scarce who will select anything in housefurnishings without first looking at Sommers.

We have aimed to overtop every other furniture store in convenience of service, generosity of store management and absolute correctness of style and price. We have chosen only the best of everything, even to the clerks who will attend to your wants, and if we have not yet reached the ideal store we will not relax our efforts and will ever strive for a higher standard of service for our patrons.

This reputation has brought to us the patronage not only of St. Louis but of the Central West, particularly of the States of the Louisiana Purchase tract, of which this city is the natural center. Our store is in the heart of the shopping district and visitors to our great World's Fair will have no difficulty to find us.

We are pushing ahead because the people like our progressive way of doing business. We are doing our best, and our best is getting better every day. It is better than it was a year ago; it is much better than it was five years ago; it shall be better this spring than ever before. The store is going ahead in service as well as business. These two must go together.

We are a bit proud of our store and the way we have joined high qualities to low prices, and our hearty thanks go out to all those who have assisted us in building up a successful business on these lines.

We respectfully ask a continuance of your valued patronage.

(For Regular Monday Bargain List, See This Morning's Post-Dispatch.)

PAY AS YOU PLEASE. 1126-1128-1130 OLIVE STREET. CASH OR CREDIT.

SAYS TAXES WERE ILLEGAL.

Commissioner Feehaney Action Began by New York City.

[illegible]

WOMEN WHO ROB WOMEN.

Thieves Thrust Door Against Shoppers and Snatch Purse.

REPUBLIC SPECIAL.

[illegible]

[illegible]

FIG. 8

A very unusual, but striking illustration. The open gates suggest welcome, which is appropriate for an opening announcement

Marshall Field & Company

Exclusive Easter Novelties in Women's Attire.

EVERY one of these sections throughout this house is now filled to completeness with large and comprehensive collections of Easter merchandise. For several months our buying organization, both at home and abroad, has been busily engaged in placing *immense* orders and selecting from the productions of the most noted designers the rarest, most exclusive, and the most charming novelties that it has ever been possible for us to secure.

It is a representative, brilliant collection such as will make this store more widely than ever recognized as a style center of the greatest consequence, not only among the residents of Chicago and vicinity, but by the many hundreds of visitors who come each year at the inception of the spring season to the city to study the newest ideas and the most clever adaptations of the world's fashions.

A Brilliant Gathering of Charming Modes in Women's Coats.

THE ideals of the master designers of the world are either themselves represented in, or they have contributed largely to this splendid collection. Picturesque combinations of chiffons and laces over taffeta foundations, the newest of the season's cloths embellished with handsome laces and elaborate garnitures, and the fascinating White Lace Coats for wear over evening costumes are leading features.

Many of these are original conceptions—receiving their first introduction here—many are skillful adaptations of foreign models

A Coat of champagne cloth has a deep yoke with pointed collar of French novelty lace, handsome new sleeve and broad double box plaited back. $25.00.

Three-quarter Coat of silk net tucks over taffeta, in white, black or the new shade of black chiffon green is the widely pleasing soft gray shade to the fashionable set with jet, $125.

Scarfs of tucked chiffon, or silk and chiffon, with lace ends, are among the effective accessories designed for wear over gowns in the afternoon and evening, $5 to $25.

An extreme novelty is a Coat of tan cloth patterned after the long, full coat of one of the most admired Parisian models, the long sides of heavy lace-trimmed silk, lined, plaited chiffon, $70.00.

Other Coat conceptions are extensively represented in velvets, crepons, and jacquards, trimmed with laces and fringes.

Fourth Floor South Room.

An Exemplary Display of Picturesque Beauty in Easter Millinery.

THE extreme delicacy of perception and the artistic style touch of the master-designer are clearly defined characteristics of these chic Easter modes. The widest possible latitude for the effecting of distinctly different modes is afforded in the comprehensiveness of shapes, materials and trimmings. So broad and representative is this magnificent collection that it comprises hats which are becoming to every style of beauty, yet possesses a distinctive individuality of their own.

Fourth Floor South Room.

The greatest individual completeness and extent of our display plays other advantages which should indicate early selections.

Imported models from Georgette, Alphonsine, Leonitze, Camille Roger, Caroline Reboux, and all the renowned milliners of the French capital, find their most comprehensive representation in our salesrooms. Selections can be made from these high class patterns at from $35 to $50

Types of the Best Favored Vogues in Women's Tailored Suits.

SUCH is the character of the styles and the extensiveness of the displays of Tailored Suits in this section—at all times of the year, but especially just at present—that to them must be attributed a very considerable portion of the prestige of this store as an authoritative source of the world's latest and best fashions.

The skillful ingenuity of the designer is perhaps portrayed to the greatest advantage in the Jaunty and stylish creations in Tailored Coats.

Tailored Suits of the new barred Etamine weaves, handsome boucle coats, silk lined throughout. $30.00. $37.50. $40.00.

Tailored Suits of voilings in new and popular weaves in the latest shades of tan, greens, blue, and black, $30.00, $35.00, $38.00, $40.00, $50.00, $70.00.

New displays of Women's Raincoat Suits—plain black and black checked Scotch mixtures, lined throughout—at the latest and most approved modes, $20.00, $30.00, $35.00, $40.00, $50.00

The Master Thoughts of Leading Designers of Women's Costumes.

A THOROUGH, inclusive research among all the notable foreign and American designers and very critical selections have brought to this section not only the largest but the most magnificent representation of original, exclusive modes we have ever displayed in any previous season.

The styles range from the simply designed afternoon gown to the fascinating evening gowns of rich fibre worth hundreds of dollars

Street Costumes of French voiles, in black, white and colors, $25.00.

Handsome Costumes of silver voilings, white or tan, trimmed with Paris Venise lace and embroidered rhinestone rings, $75.00.

Costumes of French voiles, in tan, brown, white and black, $30.00.

Dainty Costumes of French voiles, in white, with pretty floral designs, each embroidery in grape and light effect and a shaft tucks of white, new details for these fine voiles, $35.00.

Gown Bespoke with Princess front and back, the sides in panel effect, each with wide embroidery and graduated tucks, and Bertha and sleeves effect of embroidery, $45. Making 3 yards of 44-inch goods, $10.50.

A Princess of champagne-colored silk, with a deep yoke of cream guipure lace, and back of graduated tucks, $50.

An exquisite novelty is a Bridal Costume of white silk, with corded royal blue or tan stripe, $60.00.

Dainty Easter Petticoats.

THE latest tops in these Petticoats which cling so closely to the figure serve only to emphasize the billowy flare of lace and chiffon ruffles which are so decided a feature in this season's Petticoats—an important accessory to the Easter girl's wardrobe.

Fourth Floor South Room.

The Pet made by our own designers, in exquisite color schemes for use as an evening wear skirt as well as a waist of silk—just a single material will be Pink taffeta trimmed with fine lace, each embroidery in grape and light effect and a shaft tucks of white, new details for these fine voiles, $35.00.

A Petticoat of champagne-colored silk, with a deep yoke of cream guipure lace, and back of graduated tucks, $50.

An exquisite novelty is a Bridal Petticoat of white silk, with corded royal blue or tan stripe, $60.00.

Elaborately Designed Novelties in Girls' Coats.

IN the lines to be found in the garments of these chic little Coats for spring, there is a distinct likeness to the newest modes in Women's Coats, with the distinguishing characteristic, that the youthful interpretations impart to them a new and decidedly attractive charm.

Exclusive novelties in pongees, taffetas, and fresh lace are represented in very large numbers in our display rooms.

Another pleasing new conception is a Coat of white cheviot, richly trimmed with silk and lace, $25.00.

Flower Pongee Silk Coats with royal blue velvet collar, trimmed with white silk braid, $30.00.

Traveling Coats of pongee for the little lady, 4 years, $15.00.

Children's Empress Coats with fancy plaited lining, $20.00.

Children's Black Taffeta Coats with embroidered yoke, 4 years, $20.00 and $30.00.

Fourth Floor Middle Room.

Boys' Reefers for Easter.

THESE fashionable little garments for spring wear are now being shown in this section at very moderate prices. They are made from a great variety of handsome fabrics, many with the naval insignia and brass buttons which are so pleasing to juvenile taste.

Fourth Floor.

Patterns and the make receive special attention in these garments, and the many correct styles are clearly indicated in the illustrations of the lines in this section.

Boys' Reefers of navy blue cheviot, with brass buttons, sizes 2½ to 5 years, $3.50.

Boys' Reefers of navy blue cheviot, with brass buttons, sizes 2½ to 5 years, $4.50.

Boys' Reefers of navy blue cheviot, with brass buttons, sizes 2½ to 5 years, $5.00.

Boys' Reefers of navy blue cheviot, with brass buttons, sizes 2½ to 5 years, $6.00.

Boys' Reefers of navy blue cheviot, with brass buttons, sizes 2½ to 5 years, $7.50.

Boys' Reefers of navy blue cheviot, with brass buttons, sizes 2½ to 5 years, $8.50.

Boys' Reefers of navy blue cheviot, with brass buttons, sizes 2½ to 5 years, $9.00.

Boys' Reefers of navy blue cheviot, with brass buttons, sizes 2½ to 5 years, $10.00.

Boys' Reefers of navy blue cheviot, with brass buttons, sizes 2½ to 5 years, $12.00.

Boys' Reefers of navy blue cheviot, with brass buttons, sizes 2½ to 5 years, $15.00.

Boys' Reefers of navy blue cheviot, with brass buttons, sizes 2½ to 5 years, $18.00.

Boys' Reefers of navy blue cheviot, with brass buttons, sizes 2½ to 5 years, $20.00.

Boys' Reefers of navy blue cheviot, with brass buttons, sizes 2½ to 5 years, $25.00.

Boys' Reefers of navy blue cheviot, with brass buttons, sizes 2½ to 5 years, $30.00.

Hand Embroidered Novelty Hosiery.

DISPLAYS exclusive of all the newest and most effective novelty styles in Hosiery for wear on this section. The collection includes daintily hand-embroidered Hosiery of laces and picot weaves, fine light weight gloves in mesh and lace designs, novelties in lace and jacquard weaves, a handsome selection of pongee Hosiery, and white and gray silver lace effects.

An inspection of this exclusive gathering will not only be highly pleasing but suggestive of many particularly appropriate ideas for the completion of the Easter ensemble

Two Four Middle Room.

Women's Darlington Fast Black Lisle Hosiery of silver lace designs, special, pair, 39c

Boys' durable imported black Cotton Hosiery with white lisle heels, toes and tops, sizes 5 to 10½, pair 25c, 3 pairs 65c

New Parisian Robes of Lace, Etamine and Swiss.

COMBINATIONS of embroidery, Filet, Cloqué, Antique, and Renaissance Lace with Etamine, Swiss, and Mousseline de Soie are successfully used in the designing of these charming robes.

They are seen in all the highest class—style and fabrication, representing the very exclusive selection from the most noteworthy productions of eminent Parisian designers.

SPECIAL—A number of Robes from the season which are slightly mussed from displays are priced one-third less than regular.

Third Floor South Room.

Easter Kid Gloves at Special Prices.

OUR semi-annual sale of Kid Gloves will continue during this week. This fact, in connection with the unusual extent and completeness of the assortments, should interest every one contemplating the purchasing of Kid Gloves for Easter.

Quality is the highest possible degree as assured to the Glover from our thousands and thousands of customers.

A very special value in Suede Gloves, pair, $1.25

Glove and Suede Gloves in a broad range of styles, pair $1.65.

Alexandre-made, Clarens, glace or suede, special price, pair, $1.85, $1.95, $2.00.

Centemeri-made, Glacés, pair, $2.00, $2.25.

Fifth Floor South Room.

European and American Rugs.

THE choicest productions from the looms of England, Scotland, France, Germany and America serve to make our collection of Rugs both comprehensive and cosmopolitan. From England and Scotland there are many exquisite examples of Morris designs and coloring, the dell, rich, harmonious tones characteristic of the famous artist craftsman. France and Germany contribute artistic Rugs in the graceful patterns and colorings of Art Nouveau

Fifth Floor

French Portalere—A medium French Axminster in excellent Persian designs and colorings, in room sizes, small rugs and hall runners.

German Axminster A rich though inexpensive rug woven without seams in room sizes, small rugs and hall runners.

German Axminster A rich though inexpensive rug woven without seams in room sizes, small rugs and hall runners.

German Victoria Axminster—A low quality of heavy weight, thick and soft—

3 feet by 12 feet ..... $ 8.00
4 feet 6 inches by 12 feet 6 inches 12.00

Mercer Tapestry Carpets—Best Axminster—Heavy quality, handsome patterns—

4 feet by 12 feet $10.00
4 feet 6 inches by 12 feet 6 inches 14.00

Crossley's English Wilton—A large assortment of small rugs and hall runners in very choice designs—

Crossley Velvet Maker Rugs—A good assortment of colors in following sizes—

2 feet by 4 feet ..... $ 2.50
3 feet by 6 feet 5.00
4 feet 6 inches by 7 feet 10.00

Scotch and English Art Squares.

Excellent quality a few specimens, at these prices 15th colorings

$ 7.50, 24 ft. 27 inch, $18.00 and $18.00
$ 8.50, 24 ft. 27 inch, $20.00 and $20.00
$ 9.00, 24 ft. 27 inch, $21.00 and $21.00 15 ft. 9 in. $18.00
$ 9.50, 24 ft. 27 inch, $22.00 and $22.00 15 ft. 9 in. $18.00
$ 10.00, 24 ft. 27 inch, $23.00 and $23.00 15 ft. 9 in. $18.00

American-Made Rugs.

Handsome Tapestry Rugs—as good as the Carpets. A heavy quality in Oriental effects. 7 feet by 10 feet, $12.50

Other size made to order. Very desirable for rooms requiring large special sizes.

Kermanshire Rugs—Not shown elsewhere in Chicago. They are to afford to order makes made to order and size required. Average size, 10 ft. 6 in. by 12 ft. 6 in.

One selection of velours, axminsters, body brussels and Smyrna rugs in the best patterns and most desirable colorings, and borders all carried made at largest prices.

Exclusive Ideas in Dinner and Evening Waists.

RICH, ornate laces, wheels of Mexican drawn work, daintily tucked, ruffled, and pleated filmy fabrics, and exclusive semi-elaborate embroideries are the distinguishing characteristics of these clever models—in each instance forming a harmonious ensemble which is admired for the exquisite ease of conception as well as the grace of execution.

In the immediate number of distinctly different ideas, exclusive ones at a strong, future—to many there are no duplicates.

A handsome Waist is of bobbinette with white and cadet mousseline ornamented with lace, $26.00.

Another Waist has pointed drapings in of imitation point d'alençon and Venise lace medallions of Mexican drawn work.

The short sleeves are finished with deep flounces of the applied lace, $26.

A Chiffon Waist has an underarrangement of white chiffon, with elaborate medallions of cluny and antique lace insertions, $60.00.

A Waist that most readily suggests an idea is of fancy tucked white mousseline de soie. The tucks in front are arranged in groups of three, and are set in the back in groups of four. Medallions of antique lace and medallions of Mexican drawn work, $60.

Fourth Floor Middle Room.

Handsome Vases for Easter Flowers.

OUR collection of Easter Vases is very complete, and many special values are now being offered. There are shapes are of the best, the colors and designs are extremely varied. They include green, blue, lavender, purple, and many combinations of colors. As the sale is limited as to quantity, sets may be selected now for wedding presents, etc., and will be held for future delivery.

Crockery Store Annex.

Some of these sets include 112 pieces, with soup tureen, large oval meat platter and tea-cup-per breakfast, and tea plates. It is inclusive floral pattern and border designs in the newest styles of decoration, each piece having stippled gold edged.

Dresser Sets, solid stippled gold, $25. | Dinner Sets of French China, 100 pieces, floral rose designs and stippled gold Dinner Sets with assorted decorating, $30. | In one of the most popular shapes, with handles, an assortment values, $37.50

Low Prices in French China Dinner Sets.

ONE advantageous point in the sale aside from the special prices is the unusual variety offered. The shapes are of the best, the colors and designs are extremely varied. They include green, blue, lavender, purple, and many combinations of colors. As the sale is limited as to quantity, sets may be selected now for wedding presents, etc., and will be held for future delivery.

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Untrimmed Hats and Trimmings.

FOLIAGE, beautiful flowers, plumes and feather trimmings, ornate shapes in the rich materials—all go to make up the largest, the brightest, and the handsomest collection we have ever displayed in this popular division of our Millinery Section. The fashion which will especially interest every visitor during the next few weeks will be the extensive special values, of which the following are typical.

Fourth Floor South Room.

Flattened in a variety of styles, Peach, Silk, Velvet, Straw, Braid, Felt, Chiffon, Lace, Feather, Flowers, Ribbons, Trimmings, Ornaments, Buckles, Pins, Combs, Hair Ornaments, Veils, Veilings, Gloves, Handkerchiefs, Hosiery, Underwear, Corsets, Shoes, Slippers, Rubbers, Umbrellas, Parasols, Canes, Jewelry, Notions, Stationery, Books, Toys, Games, Sporting Goods, Furniture, Carpets, Rugs, Draperies, Upholstery, Wall Paper, Pictures, Frames, Mirrors, Clocks, Lamps, Silverware, Cutlery, Kitchenware, China, Glassware, Tableware, Linens, Blankets, Comforters, Pillows, Bedding, Mattresses, Springs, Cots, Chairs, Tables, Desks, Bookcases, Cabinets, Sofas, Couches, Divans, Beds, Dressers, Wardrobes, Trunks, Bags, Suitcases, Valises

Men's Easter gloves.

Men's spring weight gray suede gloves, made with one clasp wrist, pique fingers, and imperial embroidered backs, worth 1.50 a pair; special Easter price, 65c.

MANDEL BROTHERS DAILY STORE NEWS

Men's Easter canes.

Special—100 very fine Irish partridge sticks, solid with sterling silver various designs, just the proper style now; regularly sold for $3 and 2.25, now 1.50.

Men's stylish Easter suits and overcoats

BOTH for dress and business purposes our new styles in Brokaw Bros.' and Mandel Special clothing are the best ready-to-wear lines made—carefully tailored from the smartest spring suitings and overcoatings, they possess an individuality and character that are seen nowhere else outside the work of the exclusive custom tailor, who charges $50 and $75 for suits and overcoats.

They are in all essential features, in fact, a regular tailor-made garment, and the fit is made correct by a carefully devised system of measurement.

If you have postponed buying your Easter suit or overcoat until the last thing, come into our great men's clothing section today—there are plenty of salesmen to help you select, and the best line of ready-to-wear clothing in the city to choose from.

At $25 we are showing an exceptionally good line of Brokaw Brothers' suits, in the very latest spring suitings—blues, blacks and nobby fancy patterns—a $40 suit.

$15

Today we place on sale a large line of new spring suits in black vicunas, blue serges and fancy cheviots at $15. These suits are all exceptionally tailored and well finished and are fully equal to most $20 ready-to-wear suits. We will sell hundreds of them the day before Easter at $15.

Business suits, $18 to $30.

Topcoats, $18 to $30.

Chesterfield overcoats, $22 to $40.

Surtout overcoats, $20 to $35.

Dress and semi-dress suits, $20 to $40.

Prince Albert coats and vests, $22 to $40.

Fancy vests, $2 to $6. Spring trousers, $4 to $10

$10

Basement: Men's spring suits and overcoats—another large shipment just received of those elegant garments in plaids or fancy patterns, most of them hand-made throughout, the like of which $10 have never before been shown in Chicago, at

200 dozen Easter scarfs at 35c each.

THREE scarfs for a dollar the day before Easter. It that isn't a timely neckwear bargain there never was one. It's not a gathering of "odds and ends," either, but brand new scarfs just taken from the cases.

The maker got tailored on his Easter orders, had the contract for one of the largest lines of scarfs in the country, and when the goods came we could not handle it, so he let us have them at less than half the price named on the original order.

We are going to place on sale 200 dozen high grade Easter scarfs at 35c apiece, or three scarfs for a dollar. That is the greatest bargain of the season, for these scarfs were made to sell for **35c** 75c, and are the very smartest shapes and patterns, both light and dark. Most of them are four-in-hands and tecks. Come down early, for these fancy ties will sell very rapidly at our special day before Easter price, 35c.

White madras negligee shirts, plain or pleated bosoms, attached and detached cuffs, **2.50, $2, 1.50 and $1.**

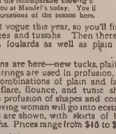
Men's colored percale, madras, batiste and linen negligee shirts, handsome new lines at $3 and these down to $1.

Three stylish special lines of men's stiff bosom spring shirts, all new spring designs, made to sell from a half more to twice as much as they are stocked at today—remarkable values at 1.45, 98c and 75c.

Basement: Men's fancy percale and printed madras shirts, all good patterns in advance styles for spring and summer wear, also plain white—goods are $1 values—special sale at 65c.

Handsome silk shirt waist suits

THEY will make their appearance the first warm spring days, and will be much more handsome than last year's creations, for then the shirt waist suit was a novelty, while its acceptance by fashion followers this season was assured months ago, and the designers have exerted their utmost efforts to produce charming effects.



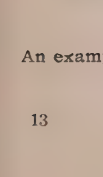
'Paris' smartest fashions are reflected in the incomparable showing of new shirt waist suit models that awaits you at Mandel's today. You'll see all the clientele and most artistic creations of the season here.

Tan colored silks have great vogue this year, so you'll find a plentiful representation of pongees and tussahs. Then there are the plain, checked and striped foulards as well as plain and shaded taffetas.

All the new styles and designs are here—new tucks, plaiting, shield shoulders. Sides and shirrings are used in profusion, and there are many natty combinations of plain and fancy effects, plaited, plain, flare, flounce, and tunic shape skirts, all worked into a profusion of shapes and combinations that the style-loving woman will go into ecstasies over. Nearly all styles are shown, with skirts of both walking and dress lengths. Prices range from $15 to $25.

The accompanying cut illustrates one very nobby shepherd's plaid taffeta shirt waist suit that we are showing.

A special shoe section for children.



WE have a special section devoted to children's shoes, with salespeople in charge who are experts in the proper fitting of growing feet.

Our new spring lines of boys' and girls' shoes, in all the latest styles, are now complete, and the popular lasts, widths and leathers are ready.

Boys and girls who need new shoes for Easter can be easily fitted out here today. There are plenty of salespeople, and all the popular styles made to choose from.

Sizes 2½ and 3.00.

Boys' shoes, sizes 11½ to 2½, 2.50.
Children's, 8½ to 11, 2.25.
Children's, 5½ to 8, at 1.50.
Infants' shoes at $1.

Basement: Boys', misses' and children's shoes, emphatic bargains at 98c and 1.25.

Easter neckwear for women.

Our women's neckwear section is just the place to pick up something dainty for Easter.

You'll find a wonderful variety of the effervescent conceptions of the makers, at headtable showing as one of the Paris shows.

Beautifully embroidered stocks with plaited stole ends, pique stocks with tabs ornamented with buttons, and edged in colors, and a hundred and one other styles, 50c.

Trefousse gloves. 1.50

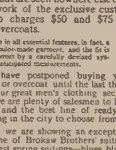
We have just received a large shipment of the "San Remo" quality women's Trefousse kid gloves, imported especially for Easter trade.

The "San Remo" is one of the finest French kid gloves made. Undressed, mode—an effective tan color for dress occasions.

These gloves are made with 2 and 4 clasp wrists and come in all the new spring shades—glace and suede finish, overseam and pique stitched—plain and embroidered backs—equal to any $2 kid glove sold—price, 1.50.

Men's nobby hats.

Last chance to buy a new hat before Easter. You will find the nobbiest blocks at Mandel's.



The new "Dunlap" shapes, soft and stiff style, unmistakably the best hat for the price at Chicago, $2.

Bedford hats, a hat that you can't match for style and quality anywhere else at less than $3, all the new blocks at $3.

Silk hats or opera hats of the best class, $5.

Basement: Sample line of men's spring hats, regular $2 and $3 values, very special at 1.32.

A 39 camera for 4.90.

That's the remarkable offer with which we start the spring season for amateur photography.

It is a 4x5 camera, capacity for the ordinary 4x5 plate holder, and has a rapid rectilinear lens. Regular price $6 today, complete with dark trying case, 4.90.

Eastman's folding kodak at $6.

Eastman's daylight developing machine, $2.

We are headquarters for Eastman Kodaks, Premo, Poco and Twentieth Century cameras.

Complete line of photographic supplies of every description at special low prices.

Instructions in dark room by practical photographer free of charge

3 pairs half hose, 50c.

Medium or fancy colors

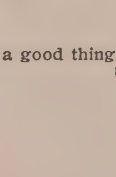
We have just opened the second installment of that great purchase of men's fancy half hose which we bought at a great sacrifice in Chemnitz, and place

The new and handsome effects in fancy lisle thread, silk embroidered, silk clocked, and the new and exclusive effects in fancy mercerized, in all the new spring colorings and combinations, and the regular 75c and 1 values, at 50c.

In addition to this special lot we have added a lot of sample pairs from some of New York's foremost hosiery importers. There is not a pair on the lot but that is worth 35c to 50c. Your choice of the entire assortment today at 3 pairs for 50c.

Infants' coats and dresses.

That our infants' reefer stock holds first rank in this city is proven by the fact that mothers repeatedly find just what they want here after an unsuccessful search elsewhere.



Our assortment of stylish little woolen reefers, in cashmeres and flannels, certainly could not be improved upon.

There are short and three-quarter length coats with double-breasted fronts and box backs, for children from 2 to 4 years old. There is a splendid assortment of styles and colors to choose from at these prices—**2.98, 3.98, $5 and $6.50.**

Child's fine white lawn dress, made with long French waist, plaited back, yoke, sleeves, cuffs and belt of plain chambery, to pack, light blue and rose, sizes 2, 3 and 4 years, at $1.

Girls' exclusive Easter attire.

IN this last day before Easter you'll want to be careful that the style and fit are just right when you pick out your daughter's suit, so you would best come to Mandel's, where the fashions are faultlessly correct and utmost pains are taken in fitting out girls and you can be sure to secure something very smart for tomorrow's great style-parade.

In our great gathering of juvenile styles you'll surely see something to please you, and the grace depend upon that will be the honor for which it could possibly be placed on sale.

Girls' box reefers, in navy or red blue cheviot, with bonnet to match, trimmed with rows of braid, sizes 2 to 6 years, price 1.50.

Girls' reefers, of fine cheviot, black, brown and red, box back, fly front, collarless and side effect, pull sleeves—price 2.50.

Girls' black silk reefers, fancy collar, lace trimmed, pull sleeves and box back—price, $4.

Misses' jackets, of blue and black cheviot, box back, collarless, with shoulder cape and side front, pouch sleeves, satin lined—2.50.

Misses' covert jacket, tailor, handsomely tailored, satin lined—price, 17.50.

Junior blouse suits, in blue and black cheviot and fancy mixtures, collarless, pouch sleeves, gored flare skirt, price, $15.

Misses' and small ladies' [illegible] and [illegible] in navy blue and [illegible] cheviot, [illegible] blouse fitted lined, gored skirt, at $25 and up.

Girls' Peter Thompson suits, navy blue, light blue check or navy blue serge, at 1.50.

Girls' 2-piece blouse suits, fancy mixtures, blouse prettily lined and trimmed, plaited skirt—price, $10.

Boys' nobby Easter clothing.

IN selecting these new spring lines we examined sample after sample from the foremost makers of boys' clothing—selected the best from several—suggested improvements in many, making our present showing both exclusive and high class in every respect.

Take it comes tomorrow, and of course you'll want to have the boy dressed in a new suit then.

Double breasted knee suits, ages 6 to 17 years, $5 to $15.

Norfolk suits, ages 7 to 17 years, $5 to 16.50.

Sailor suits, ages 3 to 12 years, $5 to $15.

Russian blouse suits, ages 2½ to 7 years, $5 to $10.

Single breasted cutaway suits, ages 7 to 16 years, $5 to $10.

Sailor collar Norfolk suits, ages 3 to 8 years, $5 to $10.

3-piece knee pants suits, ages 10 to 16 years, 7.50 to $20.

Young men's suits, ages 14 to 20 years, $10 to $35.

Boys' Russian overcoats, ages 2½ to 8 years, $5 to $12.

Young men's topcoats, ages 14 to 20 years, $10 to $25.

Boys' white shirts, a splendid showing at 88c, $1 and 1.50.

Boys' Easter waists and blouses —88c, $1, 1.50 and up to $5.

Boys' Easter suspenders, specialty, 25c and 50c.

Boys' Easter neckwear, today 25c and 50c.

Boys' Easter sweaters, great variety at 98c to 3.50.

Boys' Easter hats, all styles at —$1 to 3.50.

Boys' Easter collars, 10c.

Boys' Easter caps, all styles, great values, 50c to 2.

Economy basement.

Boys' 7.50 black and blue knee pants suits, 3.95.

Boys' $5 sailor suits, 2.95.

Boys' $3 all wool fancy knee pants suits, 1.95.

Boys' $12 long pants suits, 5.

Boys' 75c fancy shirts, 48c.

Boys' $1 Star waists, 50c.

Boys' 75c silk lined caps, 50c.

Boys' 50c caps, all styles, 25c.

Picturesque hats for girls' Easter wear.

IF you haven't bought an Easter hat for your daughter yet, bring her down to our millinery parlors today, and choose from those exquisite juvenile concoctions in flower and ribbon trimmed Tuscans we are showing. Although Easter is so near our showing of dainty little dress hats contains hundreds of picturesque creations. The prices are so low that you can't resist them.

Trimmed sailor and large flat crown hats for school, dress and street wear at from 75c to $5.

Tuscans—fancy and plaid straws, garnished with ribbons and beautiful flowers, processing from 1.50 to $10.

Exclusive imported wash fabrics.

THE demand for cottons this season simply knows no bounds—it's cottons sheer and fancy for all occasions—and we've a line that is satisfactorily supplying a goodly share of the Chicago wants.

Watch the crowds—all going the same way—follow them, and you'll find yourself in the wash goods section, the haven for summer shoppers.

Cottons of every conceivable pattern, coloring, combination, texture and weave—light, bright fabrics and fancy heavy textiles—plenty of those new imported linens, too

For shirt waists there are piques, cheviots, madras, dimities, canvas, corduroys—in fact, all sorts of vestings, at, per yard, 25c and up.

For cutting suits a vast assortment of linen suitings, sicilians, mercerizes, etamines, etc., at 40c and up.

For afternoon dresses you'll find dainties, lawns, batistes, linons, linon, etc., per yard 25c and up

For party or evening wear the sheerest of Swisses, grenadines, mulls, organdies, mousselines, voilage, etc., at, per yard, 25c and up.

FIG. 10

An example of overdoing a good thing. The illustrations are exceptionally good, but there are too many of them

Partridge & Richardson Chestnut Partridge & Richardson Eighth Street Partridge & Richardson Eighth Partridge & Richardson

Costumes, Waists, Coats, Furs

Opening Display of New Styles

Second Floor

Costumes and Coats

A distinguished gathering of the newest, smartest tailored suits, dresses, costumes and coats awaits you here today. Of course Paris and Berlin and Vienna have sent us exquisite productions, but it is a noteworthy fact that the handsome gowns and coats evolved by our own American artists will stand favorable comparison with the creations of the famous European modistes. As an authoritative index to the most favored fashionable styles, the exhibition is altogether unique and deserves the attention of every woman. Let us point out a few of the exquisite garments.

A French dinner gown is of gray crepe de chine with lace medallions forming a collar effect and continuing down the front. White braid ornaments the shoulders and the sleeves have two large tucks piped with silk and deep cuffs trimmed with lace medallion. The entire waist is finished with herringbone stitching. A soft cruh belt of Peau de soie completes it. The skirt is cut in the new silk effect, the pleats extending eighteen inches from the belt and are piped with silk. The end of each pleat is fastened with a silk crochet, giving the skirt a decided clinging effect. Herringbone stitching finishes the bottom— price $140.00.

A beautiful carriage costume is made of white broadcloth elaborately trimmed with Irish point lace and French knots. The skirt has the new Parisian panels of Irish point lace and bias bands of white silk. The entire costume is stitched with heavy silk in herringbone effect. Price $115.00.

Another dinner gown is of light blue crepe richly trimmed with Irish point lace. The front of the waist is of white chiffon laid in graduated tucks and stitched in light blue. The sleeves are short, with folds of crepe set on chiffon. The skirt is cut with fifteen gores, with two-inch tucks on each seam and a panel of lace tucks near the bottom of each gore. The entire costume is trimmed in white silk braid, with blue dots to match the crepe. Price $115.00.

A charming tailored suit is the "Vienna." Made of fine black Kerglah chevriot. The coat hangs from the shoulder and is fitted just enough to outline the figure. High military collar of black velvet and braid—the braid extending down the front. Across the entire front are handsome chains of silk braid in military style. Bell sleeves trimmed with braid and buttons, forming a novel effect at cuff. The skirt is cut with 15 gores, with inch tucks at each gore, giving an unusually graceful kilt effect—price $40.00.

The "Knickerbocker" is another splendid tailored suit of dark blue English suiting. The sleeves of the coat run up into wide shoulder straps, both being cut of one piece. At either side of the straps are rows of small buttons, giving the garment a distinctly new and novel effect. The back of the coat is finished with a strap and large buttons, while rows of small buttons run around the entire bottom and up the seams. The skirt is in habit back trimmed with buttons to match coat. Entire suit is lined with changeable blue silk. Price $42.00.

The "Newport" is also a very smart tailored suit of fine black chevriot with black and white striped bias piping. The front of the coat is on the blouse order, and over the shoulders is a fitted cape, while the back ends in the new pointless effect. The sleeves are made in the new Monte Carlo style. The skirt is a seven-gore flare, with tabs at bottom of each seam. Made over drop skirt of silk. Price $55.00.

Among the waists is a long opera or carriage cloak of heavy grosgrain silk in a delicate shade of gray, handsomely trimmed with chiffon and Persian braid. The facing is of white satin finished in fancy quilting. This is a magnificent garment. Price $150.00.

A white broadcloth three-quarter Monte Carlo coat is trimmed with folds of satin-from top to bottom. An elegant coat for the carriage or for the opera. Price $60.00.

China and Glassware—Great Values

Fourth Floor

Some of the best bargains that our china store ever held are ready for distribution to-day. You know what splendid shopping chances our sales of these wares always offered and you'll need no further urging to bring you here for these unmatched values.

Prices Are In Many Cases Less Than Half

On some the saving is only a third, on others it is two-thirds of the usual retail figures.

Fine French China

A collection of importers' samples—beautiful goods—no glaring bargains

95 doz. dinner plates 9¾c each, worth up to $1.50 doz

95 doz. dinner plates 8½c each, worth up to $1.00 doz

57 only, tureens, $1.79; worth up to $6.00.

Hand-painted platters, $2.00 to $7.75; worth $4.00 to $15.00.

Hand-painted vases, $1.00 to $6.00.

Salads, $1.25; worth $3.00.

Cake plates, $1.00; worth $2.00.

Chop trays, $1.45; worth $3.50

Fish sets, $3.95; worth $12.50

Dinner sets, $7.95; worth $15.00

Odd dinner china—dozens sets, $20.00; worth $35.00. 3 dozens, $15.00; worth $25.00. 2 dozens, $10.00; worth $18.00.

15 French China dinner sets, 3 dozens and 3 demitasses, $25.00; worth $31.00

Cut Glass

Bitters bottles, $1.50 to $6.50—worth $2.75 to $8.50

Wine bowls, $1.75 to $8.25—worth $3.75 to $11.00.

7 bon bowls, $2.25—worth $4.25

10 bon bowls, $3.25—worth $6.00

10 bon bowls, $5.45—worth $11.50

Sugar creams, $4.75—worth $9.75.

Celery trays, $3.50—worth $6.75

Water bottles, $2.00—worth $3.00

Water bottles, $3.00—worth $5.00

Sports bottles, $2.45—worth $4.75

Tumblers, $1.00—worth $2.00

Tankards, $10.00—worth $14.

100 glasses, $3.50—worth $6.50

Dinner Sets

50 Carlsbad china sets of 103 pieces, $17.50; decorated, $15.00. Worth $25.00.

English china dinner sets of 100 pieces, $12.50. Worth $16.00.

Housekeeping Helps—A Continued Sale

Basement

To-day's offering is a continuation of the unequaled opportunities which brought so many Philadelphia housewives to our basement last week.

It's a sale of the best grades of household necessities, and each price means a saving.

Sundries

Table oil cloth, 1½ yards wide, many neat designs, by yard. 9c; mail orders 10c.

White and marble oil cloth, 18½c; yard.

Shelf oil cloth, best grades, by yard, 5c; mail orders, 10c. Only one to each customer.

10 rolls good toilet paper, put up in neat wrappers, only 10c.

Copper nickel-plated tea kettles, large size, for this sale 79c.

Three wood painted buckets, 10c each.

Wood clothes pins, 2c dozen.

White cotton clothes line, by yard 1c; mail orders only 2c. Only one to each customer.

Fat meat to cook with cabbage, 7½c; mail orders, 10c.

Large size wash dishes, 10c each.

Nickel-plated can openers, 10c each.

Nicely japanned bread boxes, big size, 39c.

Wire "Fly" and "Fan Switch," 5c. Good ones withal brooms, 10c—big value.

Large size wire dover-top broom, 10c

Best black extra broom, 5c.

Good pepper and salt shaker, set, 5c.

Good meat and fruit choppers, 75c.

Grey Enameled Ware

4-qt. grey enameled round dinner bucket with long or bail handle, 35c.

No. 22 lipped sauce pans, 19c.

3-qt. deep pudding pans, 35c.

2-qt. tea and coffee pots, 25c.

All are guaranteed. Positively at no cost.

Welsbach Lights and Fixtures

Genuine Welsbach light complete with mantle, chimney, burner, shimney and shade, only 49c.

Genuine Welsbach mantles, 17c. Wire lamps, one burner for 5—for this day only.

Preserving Necessities

Mason genuine fruit jars, quarts, 65c; pints, 55c.

The new jelly glasses, 30c dozen.

Parchine wax, 15c; wax 10c

Parchine wax, small cake, 5c.

Parchine lined jar caps, 2c dozen, 10c parchine lined preserving jars, 5c.

1-quart, 25c. 4-quart, 45c.

2-quart, 35c. 10-quart, 55c.

3-quart, 39c. 15-quart, 59c.

14-quart, 49c.

White tin lid tops, 3c.

Kitchen Ware

Oval enamel clothes basket, 29c.

Barrel-shape willow clothes hamper, 69c each.

Fancy willow waste paper basket, 39c.

Wooden Ware

Round tub washing machines with patent wringer hooks, only $2.25 in this sale.

Clothes boards with tubs, all colors, with clasping metal hooks, the three-piece set, 49c.

Good pepper and salt shaker, set, 5c.

Four frame grasses and rubber tube scrubber complete, only 19c.

6-wood clothes pegs for 5c.

Fancy folding waiting hook, well braced, only 19c.

Three folding wash hooks, well held 3 tubs, 19c.

Folding step ladder chair, 89c; (Same do.) hooks cleaning brush, only 19c. A handy article.

Shoes—Another Great Sale

Another important merchandise movement starts to-day—one of our famous shoe sales. No need to dwell upon the character of the shoes. You have had long ago that these sales are made up of the same kind of good shoes that we carry all the year round, but coming to us under exceptionally advantageous conditions we give you the benefit of the saving. No bargain lots or cull-out or accumulations of odd styles are ever found here. These are good shoes, up-to-date shoes, reliable shoes—and THEY'RE LOWER IN PRICE than those of equal grades can be bought anywhere—go where you will.

Women's Shoes

Women's $2.50 Shoes at $1.50—Fine black kidskin, laced and buttoned, light welted, medium sole. Stylish and dressy. All sizes.

Women's $2.50 Shoes at $1.75—Winter weights, new, stylish, up-to-date shoes, of bright kidskin, laced and buttoned, patent leather tips; round toe, military heel. All sizes and widths.

Women's $3.00 Shoes at $1.95—Vici kid, laced and buttoned, welted and stitched soles, round toes, military heels. All sizes and widths. In this lot there are also patent colskin shoes, with dull kid tops, laced and buttoned, with wiaty weight soles.

Misses' and Children's Shoes

Soft black kidskin, laced and buttoned; splendid for school wear. Sizes 6 to 8, worth $1.00—at 69c pair; sizes 8½ to 11, worth $1.25—at 98c pair; sizes 11½ to 2, worth $1.50—at $1.19 pair.

Children's fine soft shoes, laced, in tan and tough wear. Sizes 8½ to 11½, worth $1.25—98c pair; sizes 12½ to 2½, worth $1.50—$1.19 pair.

Children's velvet rubbers shoes, with welted and stitched soles. Sizes 8 to 8½, worth $1.25—at 98c pair. Sizes 9 to 11, worth $1.50—at 98c pair; sizes 12½ to 2½, worth $2.00—at $1.19 pair.

Boys' and Youths' Shoes

Little gents' shoes a specialty. Good spring heels. Sizes 9 to 13½, worth $1.25—at 98c pair.

Little gents' box calf and Vici kid dueling heel shoes. Worth $1.50—at $1.25.

Boys' shoes in box calf and Vici kid with heels. Worth $1.50—at $1.25.

Boys' shoes in box calf and Vici kid with heels; sizes 13 to 5. Worth $2.00—at $1.45 pair.

A Profusion of Elegant Waists

The thousands of women who look to us for information regarding what's new and fashionable in waists will be delighted with to-day's opening display. It is a wonderfully complete exhibition of the most charming waists that have been brought out for this fall and winter. Nothing that's desirable, from the simplest style to the most elaborate creation, has been omitted from the all-embracing collection. It is a gathering foreshadowed in yesterday—endorsed as beforehand by fashion and confirmed by the styles—accepted in low prices.

Among the New Things Are

Waists of fine quality taffeta silk, tucked and trimmed with Mercian insertings, at $2.95

Fancy fly organdy waists for one warm finished with stitched pleats and fancy buttons and the new puff sleeves, at $3.95.

Cloth taffeta waists, sheppard plaid effects—also handsome waists of Bengaline and Lansdale, $4.95.

Waists of fine quality taffeta cloth and figure plaids although in all new and desirable effects—some with tucked yoke and tucked sleeves—others with fancy stripings of ribbons—up to $5.00. Come to see them.

Fancy waists of novelty silks and fancy taffeta silks, at $5.95.

Very effective waists of durable velvet in plain a number of pretty styles, $5.95.

German velvet waists with metallic dots, a perfectly neat ensemble, $5.00.

Fine quality taffeta silk blouse waists, with tucks and stripes, $5.75

But there will be many wearers of the handsome cashmere fabrics and flannels who will find them of surprising value. Here from $1.00 to $7.50.

And a host of some remarkably good waists:

Waists of cashmere, checked or flannel, at $1.00

Waists of plaque or flannel, at $1.25 and $1.50.

Waists of cotton, cashmere and heavy waistings, at $2.00.

Waists of cotton and check and plaid brocking cloth, $2.25.

Waists of cotton and fine wool with black dotted effects, $2.45

Waists of two wool mercerized waistings in combinations of soft shades $3.95

All the Fashionable Furs are Here

Furs join hands with costumes and waists and bid you welcome to-day to a comprehensive display of fashion's most approved styles.

Grey squirrel seems to be the favorite this year, although sable, seal, Persian lamb, fox, mink and the other well-known furs will all come in for their share of popularity.

The styles most in demand are the blouse jackets, the Monte Carlo coat, the automobile and the three-quarter length cutaway coat.

In neck wear we've borrowed from the past the kind of cape that our great-grandmothers used to wear—the new-fashioned cape-style will be much in evidence this year. Sheet collar effects will also be much worn. These are made of squirrel, white fox, mink, Persian lamb and Alaska fox.

Besides showing you these newest furs we want to call your attention to our facilities for remodeling garments into the newest styles. We do work quickly, satisfactorily and at lowest charges.

Two Big Bargains for Men

First Floor

At 19c pair, worth 50c—fine quality suspenders—well made of strong elastic webbing, with full length leather ends and patent end.

At 75c pair, worth $1.00—extra quality black, full regular made socks, reinforced with silk dots and stripes, also plain black socks with double soles.

Use Rubwhite

Perfumery Department, First Floor

To keep the tooth white, the breath sweet and the mouth healthy—use Rubwhite, a perfect tooth powder. 25c and 50c bottle.

A Rich Display of New Ribbons

First Floor

There's a rare showing of the newest ribbons here to-day—a rich gathering of beautiful novelties from abroad and from the best American looms.

We can only give the merest hint of the showing—but we know you'll come to see it.

Sash Ribbons

7½c—Inch taffeta ribbon, white grounds in numerous handsome stripe effects and color combinations, by the yard.

10-inch black gauze satin ribbon, with shaded velvet and green foliage; a delicate and beautiful combination; $3.00 yard.

7-inch taffeta ribbon in Dresden and base bead effects, with black edges $2.75 yard.

7½-inch white gauze satin ribbon, with dash of black on the white ground—a striking novelty. $1.00 yard.

Millinery Ribbons

4½ to 7½ inch satin ribbon in plaid and Persian striped effects—all the favored and fashionable colorings. 15c to $1.50 yard.

Novelties in Narrow Ribbon

All almost bewildering assortment of ribbons, up to 3½ in width, beautiful designs and colorings at 8c to 50c yd.

Made-up Bows, 25c.

We want you to notice the handsome, full-looking, and serviceable bows which we prepare here ready-made for the hair. Many pretty styles are in the collection of the assortment and all purchasers of ribbons can have one selected here made without extra charge.

Two Specials

4-inch Lorraine ribbon in pink, blue, red, white, green and violet—regular 15c; value 7½c; yard

Fancy satin ribbon edges, 3½, two inch wide—stripes and polka dots, in all the wanted shades. The usual 25c quality at 9c yard.

Women's Kid Gloves 68c Pair

First Floor

They're gloves that are counted good value at $1 00 at most stores, but we've been selling them right along at 68c pair, and selling thousands of pairs, too. They come in black, white and all the street shades, and they're both sightly and serviceable.

Rugs—An Extraordinary Showing and Sale

This is such an important occasion that the entire Main aisle, first floor, has been given up to the display of the Rugs—and of course the regular department on the fourth floor also holds a great collection of them. But besides being a marvelous array of the best products of the leading American rug makers, it is also an economical event never before equaled.

Your scope of choice is almost unlimited no matter what price you wish to pay, and *no matter what price you do pay it will be less than the same kind of rug costs elsewhere.* Think for instance of buying for $1.95 *the best grade Smyrna rug 30x60 inches that sells regularly at $3.50.* This is only one of the many equally attractive bargains.

Oriental Rugs

Men from the Orient, though, but from American looms. Yet they rival in design, in colorings and in general effect the costly products of the eastern lands. Place the two side by side and a still poorer eye-sight than yours could tell the one from t'other. But what a difference in the cost, though. Note these little prices, then come to see for yours, and you'll be amazed at their beauty and cheapness.

Size 27x36 inches . . $2.95 Size 4½ x 6 feet . . $6.95
Size 3x 5 feet . . . $5.95 Size 9x12 feet . . . $42.75

Some More Examples of Our Underselling

Bromwell rugs, 9x 12 feet $18.00
Axminster Rugs, 9x12 feet $22.50
Royal Wilton Rugs, 9x12 feet $35.00

Strictly All-Wool Smyrna Rugs

The newest patterns and colorings.

Size 18x27 inches, $ .75; regular price, $ 1.25
Size 20x34 inches, 1.25; regular price, 1.95
Size 30x60 inches, 1.95; regular price, 2.25
Size 36x72 inches, 2.50; regular price, 3.50
Size 4 feet x 7 feet, 4.50; regular price, 6.00
Size 6 feet x 9 feet, 8.00; regular price, 12.00
Size 7 ft. 6 in. x 10 ft. 6 in. 12.00; regular price, $18.00
Size 9 feet x 12 feet, 15.00
Size 9 feet x 12 feet, 18.00, regular price, 25.00

Best Grade of Smyrna Rugs

Elegant rugs in the handsomest designs and color effects—note the great savings.

Size 16x27 inches, $ .95; regular price, $ 1.50
Size 26x54 inches, 1.65; regular price, 2.25
Size 30x60 inches, 1.95; regular price, 3.00
Size 36x72 inches, 3.50; regular price, 5.00
Size 4 feet x 7 feet, 5.50; regular price, 8.00
Size 6 feet x 9 feet, 12.00; regular price, 18.00
Size 7 ft. 6 in. x 10 ft. 6 in. 18.00; regular price, $22.50
Size 9 feet x 12 feet, 22 50; regular price, 30 00

Partridge & Richardson Chestnut Street Eighth Street Partridge & Richardson

FIG. 11

A unique illustrative scheme, sure to attract attention. Four large cuts effectively displayed in a minimum of space

or in part by several papers. In this case, it is the easier plan to have one newspaper set the entire advertisement and furnish proofs of it the day before it is to appear. This method, of course, necessitates the writing and sending of copy two days before the day of publication, but nothing is lost by it, as it permits carefully considered and finished work. If emergencies arise that require quicker action, they can be met as they come, but the largest and most aggressive stores find the plan of sending in copy two days before publication quick enough.

Some stores set up their advertisements in their own typesetting office and furnish copy to newspapers in the form of a complete and corrected proof, which the newspapers copy letter for letter and line for line. This method really saves no time and is an item of much expense; it is a practice that is rapidly disappearing, however.

6. Individual Typesetting.—To facilitate the setting of copy, the best newspapers usually assign certain compositors to the advertisements of certain stores. These compositors, knowing the style of the borders and heads, the sizes of body for introductions, and the arrangement of panels, items, etc., can handle the work much more easily and accurately. It is well to suggest this plan to newspapers not already following it.

7. "Wait-Order" Copy.—In general practice, an advertisement intended, for example, for Wednesday's papers is prepared by the advertising man on Monday. The copy and layout, marked "wait orders," are then sent to one paper on the afternoon of the same day. This **wait-order copy,** as it is called in advertising offices, is immediately set in type and ten or more proofs are sent to the advertising man on the following morning (in this case, Tuesday morning), but the newspaper does not publish the advertisement until orders are given to do so.

Fig. 12 shows a schedule that is useful as a reminder to all who have to do with the preparing of the advertisement.

DEPARTMENT-STORE ADVERTISING SCHEDULE

Advertisement to Go in Paper	Find Out What Space Buyers Want	Get Copy From Buyers	Proofs From Paper and O. K. From Buyers	Send O. K. Proof to Papers	General
Monday	Thursday	Friday A. M.	Saturday A. M.	Saturday 3:30 P. M.	50 proofs for store use of all ads before going to press
Tuesday	Friday	Saturday A. M.	Monday A. M.	Monday 3:30 P. M.	
Wednesday	Monday A. M.	Monday By noon, sure	Tuesday A. M.	Tuesday 3:30 P. M.	
Thursday	Monday	Tuesday A. M.	Wednesday A. M.	Wednesday 3:30 P. M.	
Friday	Tuesday	Wednesday A. M.	Thursday A. M.	Thursday 3:30 P. M.	
Saturday	Wednesday A. M.	Thursday A. M.	Friday A. M.	Friday 3:30 P. M.	
Sunday	Wednesday	Thursday	Saturday A. M.	Saturday	

FIG. 12

8. Getting Proofs Approved by Buyers.—As soon as the proofs are received by the advertising man, they are cut up into as many sets as there are newspapers to be used, plus one more set for the buyers, and each department clipping is pasted on a large sheet of paper.

While the rule of not cutting official proofs apart is a good general one to follow, it is best to make an exception in the case of department-store advertisements. This is a class of copy that is often written and set up with little spare time, which increases the number of corrections to be made. If an attempt is made to put fifty or sixty corrections or additions on the margin of a proof of a large advertisement consisting of many panels, the result will be a confusing maze of lines and words. By putting each section of the advertisement on a large sheet and allowing ample margins, plenty of room will be had for marking corrections. Besides, when this cut-apart proof goes back to the printing office, it may be divided among a dozen or more compositors so that changes can be made more quickly. As the printers already have a layout, no difficulty is experienced in finding the various sections of the set matter.

The advertising office, after cutting up the proofs as described, will have a number of duplicate sets of sheets of a uniform size, each sheet in each set representing one department. Let it be supposed that there are three newspapers to be used. This means, then, that four sets of these proofs will be needed. One set is then distributed among the departments, each buyer getting the sheet that has the advertisement concerning his goods, and the other sets are retained in the advertising department.

Each buyer reads the proof he receives and makes any correction necessary, especially in the advertised prices. When the proof is corrected, the buyer puts his O. K. on the sheet and returns it to the advertising office. The advertising man is thus relieved from all responsibility as to figures and technical statements, although he is of course not released from the duty of scanning the proof with

extreme care in search of any mistake that the buyer may have overlooked.

9. Handling of Corrected Proofs.—Each corrected proof returned O. K. by the buyer is pinned to its duplicates, which were retained in the advertising office. When all the approved proofs from the various departments have been received, the advertising manager, or his proof-reader, if he has one, goes over them carefully for errors and possibilities of improvement. When the advertising man has finished, these proofs contain all the corrections, both those of the buyer and those of the advertising office.

10. Transferring of Corrections.—All corrections on the first set of proofs are then transferred to the duplicate proofs—one for each paper to be used. On each of these duplicates are also made such corrections and alterations as may be necessitated by any special rules or conditions peculiar to the paper to which it is to be sent.

The transferring of corrections to two or three sets of proofs is sometimes a matter of much toil when advertisements are large. When circumstances permit, this labor may be avoided by furnishing one complete corrected proof to the newspaper that set the advertisement and having that paper make the corrections in the type and furnish the other newspapers with revised proof. This method works very well in some cities and with newspapers that do not carry a large volume of advertising; in other cases, however, it is not feasible, owing to the late hour at which corrected copy is likely to reach the other newspapers.

11. Delivering the Proofs to Newspapers.—In the case under consideration, all the work of reading and approving the proofs is done on Tuesday. On Tuesday afternoon, the advertiser has a complete set of approved proofs from the buyers, and a number of duplicate sets of proofs that show both the buyer's and the advertiser's corrections. These approved proofs are retained and put on file, and the duplicates are sent to the newspapers with an order for insertion.

As the proof has been cut up to facilitate the making of corrections, a layout should be sent along with the proof to the newspapers that did not set the advertisement, so that they can see the arrangement of the various sections. In such cases, as the matter is in proof and the display is clearly shown, a rough layout will do.

It is more satisfactory for the store to have its own messenger service than to depend on messengers from the newspaper office.

12. With the proof and the order to insert sent on Tuesday afternoon for Wednesday's publication is also sent the wait-order copy for Thursday's advertisement. This process is repeated every day except Saturday, which is usually the "easy day" of the advertising manager's week. This day is therefore devoted to booklet writing and many other duties that await opportunity for completion.

In the foregoing outline of the customary method of supplying copy and handling proofs, no distinction is made between morning and evening newspapers so far as time of sending copy is concerned. In most cities, the first editions of the evening papers appear so early in the day that copy must be sent to them on the preceding evening, precisely as with the morning papers.

13. Using Matrices of Forms and Cuts.—In some cities, the newspapers have mutual agreements whereby one provides the others with matrices of all the advertisements that are to appear in the same style and size in each of the papers. In nearly all cities, it is customary for one paper to supply the others with matrices of the cuts used. In such cases, it is necessary for the advertising man to correct only one set of proofs; but, as a rule, he must send each paper its own layout and corrected proofs.

14. Necessity of Reading Proofs Carefully.—In the larger cities, as has been stated previously, the advertising man must usually send each of four or five newspapers separate wait-order copy; in return, he receives as many different proofs, all of which must go through the same

process of cutting up, distribution to buyers, approving, correcting, and sending back with the order to insert.

This complex system, which is often made toilsome and difficult by the indifference or delay of buyers, sometimes tempts inexperienced department-store advertising men to "take chances" and insert advertisements that have not been seen in proof at all. Occasionally this is necessary in cases of emergency, but it is a practice that should be avoided if possible. If mistakes occur—and they occur frequently—they are likely to be costly. Careful revision by both buyer and advertising man is not only advisable, but actually essential to the protection of both employe and employer.

REINFORCING THE ADVERTISING

15. The whole duty of the efficient advertising man is not completed with the appearance of the advertisement in the newspapers. In all but the largest stores, it is also his duty to look after many other details, which will be briefly outlined.

16. Informing the Salespeople.—The advertising man must see to it that the effect of the advertisement is not lost through ignorance or inattention of salespeople. It would not be well for him nor for the store if a customer asked a salesgirl for an article advertised at a certain price that day and found her in total ignorance of what was meant or where to find it. It is, of course, the direct duty of the buyer and the indirect duty of the floor managers to see that the advertised goods are ready and properly marked on the morning of the day of sale, and that all the salespeople are fully informed of the fact and the terms of the advertised offer, but the efficient advertising manager will assure himself that all this has been attended to.

17. Furnishing Copy of Advertisement to Salespeople.—It is the practice in most stores to furnish the salespeople in each department with a copy of the day's advertisement and to see that they read it. This is usually

done by the advertising office, acting through the floor managers, and is best accomplished by distributing proofs of the advertisements when the paper does not come out in advance of the sale, or by distributing copies of the newspaper when the sale goes into effect on the day after the advertisement appears.

18. Window Displays.—The show windows of a store are usually under the charge of the advertising manager, who works through a professional window trimmer. In all cases of important sales, the window display should cooperate with the advertisement.

The window displays are extremely important adjuncts to the department store's newspaper advertising. In fact, when the window is on a busy street, the display sometimes gives results that are equal to any that can be expected of an average newspaper. Careful attention should be given the windows in order that their showings may be attractive and timely; and they should be changed frequently, say as often as twice a week.

Window trimming is a profession in itself and requires great taste and judgment. The advertising man will do well to work in harmony with the window trimmer. If the latter is a competent man, it is better not to interfere with him. He should be told what department is to receive the window space, and the rest should be left to his knowledge and experience.

19. Show-Cards and Price Tickets.—A show-card writer is always a part of the advertising man's organization, and the writing of show-cards is no unimportant part of the advertising man's work. In displaying these cards, an effort should be made to get the best possible compromise between the extremes of putting a card on everything and of putting out no cards at all. Show-cards are "silent salesmen." They attract attention and carry selling arguments just as a newspaper advertisement does. They are powerful auxiliaries in the campaign of selling goods. But if there are too many of them, the eye of an observer becomes confused and

weary and they lose their value. Too many cards should not be used, nor should they be made too large, but care should be taken with the ones that are prepared. They should be made to tell their story tersely and forcibly, and, most important of all, attractively. Just what form of attraction is to be used depends on the character of the store and the class of customers that frequent it. In a "popular" store, the attraction may be large letters and huge price figures; in a store of the so-called "better class," it might be dainty lettering or clever wording. It is a safe rule to treat show-cards as if they were headlines to an advertisement. The same principles underlie the use of both.

USE OF BOOKLETS AND FOLDERS

20. At one time it was the practice in all well-advertised stores to insert in every package that was wrapped and delivered, some circular, folder, or booklet advertising other goods. The argument in favor of this practice was (and is) that a large circulation of advertising matter could thus be secured at no cost but that of printing.

Of late years this practice has dwindled to a very great extent, especially in the larger cities, and the most experienced advertisers are beginning to question whether it really does pay even for the cost of printing.

This is a question that each advertising manager must work out for himself. The answer depends on many factors that are different for different stores; no fixed rule can be given. At first glance, it does seem too good an advertising chance to be lost. Every store of any size sends out thousands of packages every day. These go into the homes—the very place that all advertisers are keenly anxious to reach. On the other hand, the cost of printing even small leaflets or folders soon amounts to considerable when several thousand packages a day are to be supplied with them. Unless the returns are sure and plain, this scheme will prove a big "leak" in the advertising expense account.

21. Whether there will be returns or not depends on several things, chief among which are the care with which the matter for this advertising is selected, the character of the printed circular, the kind of home into which the circular goes, and the amount of such matter that the customer receives from other sources.

It is recommended that this method be carefully tried and the results watched. If it pays, it should be continued, of course. But unless it does pay, that is, unless enough direct sales can be traced from the use of such printed matter to cover at least ten times the cost of printing, it is better to put the money into something that does give returns. It should always be borne in mind that an advertisement that costs $50 is not paid for by sales amounting to $50. This point may seem too simple to mention; nevertheless, it is often overlooked. The cost of advertising must come out of the profits on the article—not out of its price. In department-store practice, an advertisement that costs more than 10 per cent. of the resulting sales can seldom be called successful.

The general tendency of the best modern advertising men is toward reducing the amount of printed matter that goes out. Some booklets, circulars, announcements, etc. must undoubtedly be used, whether they bring direct returns or not; but just how far to carry this method of publicity depends on circumstances and is usually determined by careful experiment. Some system of checking should be adopted, so that results will not be merely guessed at.

Some successful stores have adopted the policy of never sending more than one piece of printed matter in a package, the idea being that attention is more likely to be given to one circular than to a handful.

When printed matter is sent out, care should be taken to see that it is good. It should be of such character that it will fairly force itself on the recipient's attention. It should not be too cheap. "Whatever is worth doing at all is worth doing well" is an old saying that applies very forcibly to department-store printing.

MAILING LISTS

22. In stores that have found by experience that the sending out of printed matter pays, a **mailing list** is kept. This list is one of the most valuable assets of the advertising office, and is made up of names gathered from every conceivable source, chief among which are church-member lists, business directories, "blue books," telephone directories, club-membership lists, and other compilations of names and addresses of persons likely to be purchasers. One very large division of such a list is made up of the names of the "charge" customers of the store. Another division is compiled from the addresses taken from the sheets of the delivery department.

All these names are kept on card files and are classified and subdivided by geographical location, by some special feature, such as the business followed, or occasionally by financial standing. The names of men are kept on cards of one color, and those of women on cards of another color. This is done so that no ridiculous error may be made, such as sending a circular advertising a sale of muslin underwear to a man, or the announcement of a "drive" in cigars to a woman.

23. Keeping a List "Clean."—The great point about a mailing list is to keep it "clean"; that is, to keep it correct and free from valueless names. Changes of address must be learned and noted, and deaths and removals should be followed by canceling the proper cards. The usual method of doing this is to send out some matter at regular intervals in a sealed envelope under a 2-cent stamp. The envelope bears the usual request to the post office to return in case of non-delivery. The pieces of mail matter returned usually bear the notation of the post office as to why delivery was not made, and the mailing list can be revised from the returns received. Of course, the list of charge customers can be revised by checking the addresses with the records of the accounting department now and then.

SALES PLANS

ORIGIN AND CLASSIFICATION

24. One of the distinctive features of the business methods of department stores, more especially those of Classes B and C, is the **sale**, in which one or more departments offer, for a certain time, merchandise of one or more kinds at prices much lower than regular prices.

The sale idea is said to have originated with the Bon Marche, a large department store in Paris. This idea was adopted very early by American stores and has reached its highest development in this country. Notwithstanding the fact that the sale idea is used almost everywhere and is made the subject of many jokes, it is a great business-producer.

25. Sales may roughly be divided into two classes, namely, the *department sale*, in which only one department or one line of goods is concerned, and the *general sale*, which affects practically the entire store.

The general sale has been exploited to such an extent in past years that the better class of stores is gradually abandoning it, except in the phases to be mentioned later. To use an expressive phrase, the general sale has been "worked to death" by the more sensational and less careful advertisers, who have used every possible excuse—good or bad, reasonable or unreasonable—to announce "stupendous merchandizing events," in which every article in the store was (if one could believe the advertising) offered at a reduced price. There were "Challenge sales," Thanksgiving, Fourth-of-July, Labor-Day, and other holiday sales, rebuilding sales, rummage sales, remnant sales, late-season sales, and one merchant in a large Western city once used trouble in his own family as the reason for a "great scandal" sale.

REASONS FOR CONDUCTING SALES

26. Only Logical Reason for a Sale.—It is obvious that the only reason for having a sale that is of the least value to the public is one that will sensibly and logically explain why prices should be reduced. Any good reason for such price cutting is a good reason for having a sale, but there are very few such reasons. The best-managed stores today therefore reserve their advertising force for those sale events which are really founded on common-sense reason.

27. Sales for Keeping Stock Clean.—Chief among these sales reasons is undoubtedly the necessity for keeping a store's stock *clean;* that is, having only fresh, seasonable, desirable goods in stock. No good store ever carries old stock. If any goods are purchased that do not, for any reason, sell readily, they are reduced in price until they do sell. The large stores never count cost in such cases. If necessary, they will reduce the price of "slow" goods to a point far below cost to get rid of them.

28. Forcing Slow-Selling Goods.—The forcing of slow-selling goods is good business for several reasons. There is seldom anything to be gained by waiting. Seasonable goods that will not sell one week will sell no better the next. The loss may as well be taken first as last; in fact, the loss may better be taken early, because every week that passes puts the goods further behind the season. Moreover, the presence of slow-selling goods in stock prevents the buyer of that department from purchasing other goods that might sell better. The slow goods not only take up room that could be used for more attractive merchandise, but they also figure in the buyer's stock account. Most buyers are given a "limit" within which they must keep their stock on hand. If a buyer has reached his limit for the time being, he must turn some of his unsold stock into money before he can get more. Furthermore, "dead stock" is expensive for any firm, because it represents just so much

capital lying idle, and the financial success of any department store depends very largely on the ability of the buyers to make "quick turns"; that is, to make prompt disposition of merchandise purchased in order to buy more and thus turn money over and over.

GENERAL SALES

CLEARANCE SALES

29. Clearance sales are of extreme importance when a store approaches a change of season. Merchandise belonging particularly to one season should be sold out clean. Winter clothing, for instance, must be sold before warmer weather makes it "dead stock," while summer clothing must be sold at the time the public still desires it. No well-managed store carries goods over from one season to the next. The loss in profits through forced sales is likely to be less than the loss that would accrue from carrying dead stock through an idle season, to say nothing of the probability of changes of fashion, which would make the goods entirely unsalable the following year. What is true of clothing is also true to a greater or less extent of almost all other merchandise, except staples that are in demand the year around.

30. Logical Reasons for Clearance Sales.—The clearance sales that are always advertised toward the end of a season are not only logical in their underlying reason, but they are really essential to a store's success. Such sales are the most important and the most sensible of the general sales, because there are good reasons for reducing prices, and price reductions are usually genuine and heavy. Such sales can be pushed with great vigor.

31. Proper Time for Clearance Sales.—Most stores have two clearance sales each year. One usually occurs in January (see Fig. 13), immediately following the great

Semi-Annual Clearance and After-Inventory Sale

Showing How to Make a Dollar Do the Work of Two, and Sometimes Three

Snellenburgs

ENTIRE BLOCK—MARKET, 11th to 12th STS.

Clearance of Unmade Imported Robes—very low prices

$25, was $40. Handsome Black Lace Robe.
$20, was $35. White Renaissance Robe.
$75, was $125. White Crepe de Chine Robe.
$25, was $40. Spun Robe of Picardie Cloth.
$20, was $35. Black Chiffon Taffeta Robe.
$20, was $35. Black Voile gown—hand-some design.

Main Floor

Clearance of Fashionable Velvets—very low prices

27in yard, were $1. All sorts of colors and lengths, good enough for waist or trimming, particularly for millinery uses.
36in yard, were $1.25. Odd lot Silk Velvets—many colors, enough for a waist of gown, or for a large or small piece of upholstering.
44in yard, were $2.25. Silk Velvets—many excellent quality, no stock, but nearly every color.

Main Floor

Clearance of Clothing

Men, 2pc. suits. Odd lot of Cheviots, Cassimeres, Tweeds, Cheviots, Worsteds, etc. Nearly all in dark colors. Sizes 34 to 42. Odd lot of Serges, Cheviots, Worsteds, etc. Nearly all in dark colors. Sizes 34 to 42. Were $12.50, now $7.50. Odd lot of all-wool Cheviots, Tweeds, Worsteds, Cassimeres—made of 14 to 16oz. weight cloth. Sizes 34 to 42. Were $15, now $10.

Women's 50c Night Dresses, 25c

Of muslin or nainsook—cuffs or neck and sleeves trimmed with embroidery.

Main Floor

Clearance of Silks

90in yard, 69c. Odd lots Black Taffeta—36 inches wide; some are used and no stock or any color and finish to match.
27in yard, were $1. Odd lot All Silk Satin Duchesse, in black, for all uses. Extra heavy quality.
24in yard, were 75c. Odd lots Full Colored Satins and Taffetas, very much all of one kind.
36in yard, was $1.50. Odd lot Brocades—the best and most fashionable colors, some in different styles.

Main Floor

Clearance of Sheets & Pillow Cases

2x3 yds. Fine Cotton sheet of good Bleached Muslin—44x36 inches.
6x, were 15c. Unbleached Muslin Pillow Cases, extra strong quality. Ready-made.
10x, were 15c. Pillow Cases made of domestic sheeting; 42x36 inches. Ready-made.
25c, were 35. Bleached Cases of good Muslin—42x36 inches. Ready-made.
Sheets, Pillow Cases, Bolsters, Mattress Protectors, Mattresses, Comforts, Blankets, Etc.
27c, were 45. Bleached Muslin Sheets; best quality sheeting—42 inches wide, ready-made.
45c, were 65c. Extra quality 2nd size, best quality Bleached Muslin Sheets, ready-made.
49c, were 65c. Double 2nd Size Muslin Sheets, bleached, best quality.
59c, were 75c. Extra large size best quality Bleached Muslin Sheets, ready-made.
Pillow Cases, Bolsters, Mattress Protectors, Mattresses, Comforts, Blankets, Etc.

Basement

Clearance Household Linen

45in yard, was 65c. Bleached Table Damask of half linen finish. New patterns and pretty designs for holidays.
54in yard, was 75c. Bleached Table Damask, extra quality and all linen. Good designs. Worth 75c to 90c per inches.
72in sq., Dayton or German Damask, fringed. Special value at 98c.
Damask Table Toppings and Table Covers, fast colors, 50 inches wide. Special 39c per yard.
36in yard, was 37½c. Bleached Table Damask, good quality and a decided assortment of patterns. Worth 50c.
36in yard, was 37½. Mercerized Table Damask, width 62 inches; the patterns are handsome and very pretty; we have over 100. Per yard, 50c. Worth 75c to $1.
$1.25 size, 54x54 in. $1.50 size, 54x72 in. $2 size, 72x72 in. $2.50 size, 72x90 in. Mercerized Table Damask, extra large, size 54x72 in. $2.
$1.25 size, were 1.75c. Napkins of linen & cotton, neat and handsome designs, 5 to 20 in colors; square size.

Main Floor

Vinn Bleached Sheeting Muslin, 21c

Long and a half yards wide. A fine quality; 36 inches wide.

Main Floor

Clearance of Women's Suits

$6.98, was $10.98 to $15.98. Suits of Cheviot, Homespun, Whipcording, Zibeline and Novelty Mixtures; some jackets, others blouse and Eton styles, mostly flare, circular and gored skirts; lined throughout with percaline and bound with Taffeta ribbon.
$7.98, was $13.98. Walking Suits of all wool Imported Novelty Cloth; Norfolk or Blouse Coats, some gored, with plaited skirts with full flare effect and full lined throughout with percaline.
$9.98, was $15. Cheviot Coat Suits, fly front coats, satin trimmed; newly tailored; seven gore or graduated flounce skirt full lined with percaline and velveteen bound.
$11.98, was $16.98 to $20. Odd lots of Women's Suits, black and colored Cloths, Homespuns and Cheviots, trimmed and plain; some gored or graduated flounce skirts, others circular; coats, some blouse and others semi-fitting; all good styles.

Main Floor

Clearance of Women's Coats

$5, were $7.50 to $10. All-wool Kersey and Cheviot Coats, some Fancy Cloths; satin lined and plain or satin trimmed; some are velvet collared; others have fancy braid worked in front; good quality suits. Others with fancy braid and double-breasted, large pearl buttons; some are full length.
$8.98, were $12.98 to $15. Fine all-wool Kersey and heavy all-wool Cheviot Coats, tailor made, double breasted; some are velvet collared; others have fancy braid with fancy pearl buttons; some are graduated flounce and others circular; all good styles.

Main Floor

Clearance of Women's Waists

$1.69, were $2.98. Fancy good leather and every good shade; Taffeta trimmed velvet yoke. Not all sizes in every kind, but every size in one style or another.
$2.98, were $4.98. Of Imported Leather, Part Silk and Wash Fabrics; some tucked, others trimmed with braid; some Taffeta trimmed.

Main Floor

35c for Kayser or Amsterdam Gloves

Double finger tipped silk Gloves in black, or white, for colors. Regular price 50c.

Main Floor

Clearance of Wrappers

46in, were $1.98. Odd lot Women's Flannelette Wrappers; Watteau back; tucked and plaited; trimmed with braid; some fancy braid trimmings.
46in, were $2.98. Odd lots Women's Flannelette Wrappers; Watteau back; tucked and plaited; trimmed with braid; some fancy braid trimmings.
46in, were $3.98. Odd lot of Women's Flannelette Wrappers; Watteau back; tucked and plaited; trimmed with braid, ribbon sleeves, some flounce; fancy patterns effects.

Second Floor

Clearance of Dress Linings

Fine wool, 45in, 45c. Odd lot of Assorted Patterns—Plaids, Checks and Stripes; all must be of the right kind for some purpose.
36in, was 25c. Odd lot Hairline—genuine, 27 inches wide; in black, white and colors.
36in, was 25c. Odd lot of Shirting Flannel; neat black and white check, stripe or mottled effects; enough for an underskirt and trimming in any quantity.

Main Floor

Clearance of Underwear

50c, was 75c. Ladies' Shirts or Drawers; Egyptian cotton—light weight and heavy weights; among the lengths offered, nearly all colors.
50c, was $1.25 to $1.50. Odd lot of all-wool Shirts, Tights, Drawers, Union Suits—in all sizes; some are slightly soiled; others are perfect; all good values.

Main Floor

Women's 50c Night Dresses, 25c

Of muslin or nainsook—cuffs or neck and sleeves trimmed with embroidery.

Main Floor

Clearance of Silks

90in yard, was 69c. Odd lots Black Taffeta—36 inches wide; some are used and no stock or any color and finish to match.
27in yard, were $1. Odd lot All Silk Satin Duchesse, in black, for all uses. Extra heavy quality.
24in yard, were 75c. Odd lots Full Colored Satins and Taffetas, very much all of one kind.
36in yard, was $1.50. Odd lot Brocades—the best and most fashionable colors, some in different styles.

Main Floor

Clearance of Sheets & Pillow Cases

2x3 yds. Fine Cotton sheet of good Bleached Muslin—44x36 inches.
6x, were 15c. Unbleached Muslin Pillow Cases, extra strong quality. Ready-made.
10x, were 15c. Pillow Cases made of domestic sheeting; 42x36 inches. Ready-made.
25c, were 35. Bleached Cases of good Muslin—42x36 inches. Ready-made.
Sheets, Pillow Cases, Bolsters, Mattress Protectors, Mattresses, Comforts, Blankets, Etc.
27c, were 45. Bleached Muslin Sheets; best quality sheeting—42 inches wide, ready-made.
45c, were 65c. Extra quality 2nd size, best quality Bleached Muslin Sheets, ready-made.
59c, were 75c. Double 2nd Size Muslin Sheets, bleached, best quality.
59c, were 75c. Extra large size best quality Bleached Muslin Sheets, ready-made.
Pillow Cases, Bolsters, Mattress Protectors, Mattresses, Comforts, Blankets, Etc.

Basement

Clearance Household Linen

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72in sq., Dayton or German Damask, fringed. Special value at 98c.
Damask Table Toppings and Table Covers, fast colors, 50 inches wide. Special 39c per yard.
36in yard, was 37½c. Bleached Table Damask, good quality and a decided assortment of patterns. Worth 50c.
36in yard, was 37½. Mercerized Table Damask, width 62 inches; the patterns are handsome and very pretty; we have over 100. Per yard, 50c. Worth 75c to $1.
$1.25 size, 54x54 in. $1.50 size, 54x72 in. $2 size, 72x72 in. $2.50 size, 72x90 in. Mercerized Table Damask, extra large, size 54x72 in. $2.
$1.25 size, were 1.75c. Napkins of linen & cotton, neat and handsome designs, 5 to 20 in colors; square size.

Main Floor

Vinn Bleached Sheeting Muslin, 21c

Long and a half yards wide. A fine quality; 36 inches wide.

Main Floor

Clearance of Women's Suits

$6.98, was $10.98 to $15.98. Suits of Cheviot, Homespun, Whipcording, Zibeline and Novelty Mixtures; some jackets, some blouse and Eton styles, mostly flare, circular and gored skirts; lined throughout with percaline and bound with Taffeta ribbon.
$7.98, was $13.98. Walking Suits of all wool Imported Novelty Cloth; Norfolk or Blouse Coats, some gored, with plaited skirts with full flare effect and full lined throughout with percaline.
$9.98, was $15. Cheviot Coat Suits, fly front coats, satin trimmed; newly tailored; seven gore or graduated flounce skirt full lined with percaline and velveteen bound.
$11.98, was $16.98 to $20. Odd lots of Women's Suits, black and colored Cloths, Homespuns and Cheviots, trimmed and plain; some gored or graduated flounce skirts, others circular; coats, some blouse and others semi-fitting; all good styles.

Main Floor

Clearance of Women's Coats

$5, were $7.50 to $10. All-wool Kersey and Cheviot Coats, some Fancy Cloths; satin lined and plain or satin trimmed; some are velvet collared; others have fancy braid worked in front; good suits. Others with fancy braid and double-breasted, large pearl buttons; some are full length.
$8.98, were $12.98 to $15. Fine all-wool Kersey and heavy all-wool Cheviot Coats, tailor made, double breasted; some are velvet collared; others have fancy braid with fancy pearl buttons; some are graduated flounce and others circular; all good styles.

Main Floor

Clearance of Women's Waists

$1.69, were $2.98. Fancy good leather and every good shade; Taffeta trimmed velvet yoke. Not all sizes in every kind, but every size in one style or another.
$2.98, were $4.98. Of Imported Leather, Part Silk and Wash Fabrics; some tucked, others trimmed with braid; some Taffeta trimmed.

Main Floor

35c for Kayser or Amsterdam Gloves

Double finger tipped silk Gloves in black, or white, for colors. Regular price 50c.

Main Floor

Clearance of Wrappers

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46in, were $2.98. Odd lots Women's Flannelette Wrappers; Watteau back; tucked and plaited; trimmed with braid; some fancy braid trimmings.
46in, were $3.98. Odd lot of Women's Flannelette Wrappers; Watteau back; tucked and plaited; trimmed with braid, ribbon sleeves, some flounce; fancy patterns effects.

Second Floor

Clearance of Dress Linings

Fine wool, 45in, 45c. Odd lot of Assorted Patterns—Plaids, Checks and Stripes; all must be of the right kind for some purpose.
36in, was 25c. Odd lot Hairline—genuine, 27 inches wide; in black, white and colors.
36in, was 25c. Odd lot of Shirting Flannel; neat black and white check, stripe or mottled effects; enough for an underskirt and trimming in any quantity.

Main Floor

Clearance of Underwear

50c, was 75c. Ladies' Shirts or Drawers; Egyptian cotton—light weight and heavy weights; among the lengths offered, nearly all colors.
50c, was $1.25 to $1.50. Odd lot of all-wool Shirts, Tights, Drawers, Union Suits—in all sizes; some are slightly soiled; others are perfect; all good values.

Main Floor

Maker's Clear-up of Stylish Waists

A Third to a Half of Regular Prices

Like ourselves, one of the best known makers in America—it isn't often his waists go at a discount—has just ended the most successful season he has ever had. And yesterday he turned over to us the balance of his winter stock at such prices as make these bargains possible. They are beautiful waists—full of that beauty that comes from fine rare making, which means good fit as well as style. Did you ever see so fine a variety? It is so great it must take in every taste and need—and it does. The maker's name?—no, we can't tell, but the quality marks every waist well.

$1.98, were $3.50. Waists of all wool Flannel, Cotton and Mohair, some handstitched and tucked; others have graduated tucks forming yokes, tucked or pleated back, full bishop sleeves, in black and colors.

$2.25, were $3.50. Waists of Plain Dress Satin and satin finish Taffeta, slight shirred back, others tucked and handstitched; full sleeves shirred to tucks and elastic; some have fancy stock collars; others have tie to match waist; all colors and sizes.

$2.98, were $4.98. Waists of Plain Dress Satin and satin finish Taffeta, some tucked and handstitched; others have graduated tucks forming yokes, tucked or pleated back, full bishop sleeves, in black and colors.

$2.75, were $5.00. Waists of Plain Dress Satin and satin finish Taffeta, slight shirred back, others tucked and handstitched; full sleeves shirred to tucks and elastic; some have fancy stock collars; others have tie to match waist; all colors and sizes.

$3.98, were $5.98. Waists of Fine Taffeta, Peau de Soie and Moiré, some handstitched and tucked; others have graduated tucks forming yokes, tucked or pleated back, full bishop sleeves, in black and colors.

$3.75, were $5.00. Waists of Soft Finished Taffeta, Peau de Soie and Moiré, some handstitched and tucked; others have graduated tucks forming yokes, tucked or pleated back, full bishop sleeves, in black and colors.

$4.98, were $7.50. Stunning Persian and plaids Velvet Waists, some have tucked and handstitched backs; others are tucked and handstitched with fancy stock collars; others have tie to match waist; all colors and sizes.

Main Floor

1903 Embroideries

At Clearance Prices.

To-morrow we are going to show some of the very newest and prettiest and most effective embroideries we have ever offered. Some are short lengths—enough for waists—others headings and flouncings made for skirts. Nearly all beautifully handsome.

$28,000 Worth for $13,500

Nainsook, Swiss, Cambric, Edge and Insertion Flouncings, Headings, Bands, Fichus, 9 to 27 in wide. Corset Coverings and Insertings of Nainsook and Cambric—were 12½ to 50c yard.

Fruit of the Loom Muslin, 6c

Yard wide; the very best bleached muslin.

Main Floor

Clearance of Women's Neckwear

2c, were 5c. Odd lot Tap Collars, hemstitched—slightly soiled.
5c, were 10c. Odd lot colored silk Ties and Bands.
25c, were 50c. Automobile Ties of silk—white or black with colored stripes; also white or colored Stocks with ruffles, all slightly mussed.
25c, were 50c. Odd lot Stocks with bodice tabs and ruffles; some are of Lace; all are embroidery.
$2.49, were $3.50. Odds in Black Crepe Ties—very handsome; all in Bows; some are Four-in-Hands.

Main Floor

Clearance Children's Shoes

49c pair, were 65c. Infants' Shoes of soft Kidskin with firm, low or button, hand-turn sole.
$1.49, were $2.25. Misses' Shoes of Vici Kid or Box Calf, button or lace. Odd lot Patterns and Crash Boots in good, serviceable, all-leather.
$1.19 pair, were $1.75—Little Boys' Dress Shoes of Enamel Leather—patent vamp, medium ribbon; lace bellows, and bellows tongue are fancy-trimmed; beautiful and stylish.
$2.98, were $4.50. Girls' Shoes of Kidskin; lace or button, spring heels, sizes to 2.
$1.39 pair, were $2.25. Misses' Shoes of heavy Kangaroo Leather; for school wear; sizes 11½ to 2.

Main Floor

Two Cakes Pole Magazine or Babbitt's Soap for 25c.

Sold everywhere 5c cake. We mail orders for not over 10 cakes to customers' residences.

Main Floor

Clearance of Upholsterings

Nearly a half less.

6x yards, was 15c. Figured Crétonne; dainty effects and beautiful Oriental designs.
10x yards, was 15c. Fine Cotton Tapestry; best quality fast color.
10x yard, was 75c. Floor Denim, best quality, and 36 inches wide.
10c, was, were 20c. Window Shades, best quality Opaque Cloth, mounted on spring rollers; complete with fixtures.
10c qrtr, was 50c. Lot of odd Lace Curtains, Swiss and Nottingham; some are full length.

Main Floor

Clearance of Curtains—Portieres

$2.98 pair, were $5. Portieres—Heavy Armure Tapestry; plain or figured effects, finished with a deep knotted fringe and full width.
$1.19 each, were $2. Odd lot Portieres and Couch Covers; good designs, all colors.
$2 pair, were $3.50. Odd lot of Swiss Curtains, with lace insertion, finished with a deep ruffle.
$2.98 pair, were $4. Odd Point Lace Curtains, new novelty in closely covered effects on an extra fine bobbinet ground.

Main Floor

Two Cakes Pole Magazine or Babbitt's Soap for 25c.

Sold everywhere 5c cake. We mail orders for not over 10 cakes to customers' residences.

Main Floor

Clearance of Upholsterings

Nearly a half less.

6x yards, was 15c. Figured Crétonne; dainty effects and beautiful Oriental designs.
10x yards, was 15c. Fine Cotton Tapestry; best quality fast color.
10x yard, was 75c. Floor Denim, best quality, and 36 inches wide.
10c, was, were 20c. Window Shades, best quality Opaque Cloth, mounted on spring rollers; complete with fixtures.
10c qrtr, was 50c. Lot of odd Lace Curtains, Swiss and Nottingham; some are full length.

Main Floor

Clearance of Skirts

Linen and Walking.

$1.49, was $2.50. Fine Linen Crash Skirts, with deep hem and three rows of tucks; some have deep hem and three rows of tucks; others have two rows of tucks and deep hem; all are full width and length.
$1.98, was $3.50. Fine Linen Crash Skirts, with deep hem and three rows of tucks; some have deep hem and three rows of tucks; others have two rows of tucks and deep hem; all are full width and length.
$2.98, was $4.98. Fine Linen Crash Skirts, with deep hem and three rows of tucks; some have deep hem and three rows of tucks; others have two rows of tucks and deep hem; all are full width and length.
$3.98, was $5.98. Fine Linen Crash Skirts, with deep hem and three rows of tucks; some have deep hem and three rows of tucks; others have two rows of tucks and deep hem; all are full width and length.
$4.98, was $7.50. Fine Linen Crash Skirts, with deep hem and three rows of tucks; some have deep hem and three rows of tucks; others have two rows of tucks and deep hem; all are full width and length.

Main Floor

Clearance of Ribbons

18c, was 25c yard. Millinery Trimmings, Classic and Dresden Ribbons; 5 inches wide.
10c, was 15c. Odd yards, Fancy and Corded Braid, in black, white and colors.
3c, 10c and 25c, were 25c to 50 yard. Jet Spangle Trimming.
10c, was 25c yard. Silk Cording, in black, white and colors.
6c, was 25c yard. Mulles in all colors.
6c, 10c, 19c, 29c, were 25c to $1.25. Odd lot of Fine Fur Bands, etc.
10c, was 25c. Odd lot of Pinners of all sorts with Lace and Embroidery; some are Ruffles; others Bertha effects.

10c for Box Lyons Tooth Powder

Makes the teeth pearly white, and preserves them. Regular price 15c. Main Floor

Clearance of Art Embroideries

4c to 19c, were 10c to 25c. Odd lot of Stamped Linen Centre Pieces; doilies and handkerchief cases, in white and colors.
29c, were 35c to 75c. Odd lot Stamped Centre Tops, Scarfs, Handkerchief and Corset Designs.
10c, were 4c. Odd lot best quality Embroidery Silks, good selection of colors.

Main Floor

Clearance of Laces and Chiffons

3c yard, were 5c to 12½c. All silk Black Chantilly Lace; 3 inches wide; in edge and insertion.
10c yard, were 25c and 35c. Odd lot all silk Black Satin Chiffon Ruffling; 4 inches wide; some are of 9 plaited rows.
25c yard, were 50c. All silk Black Guipure; insertion and edge; 4 inches wide.
49c yard, were $1. Odd lot of Stamped Nets, black, white and ecru; 18 inches wide; some are of 9 rows.
49c yard, were $1.25. Odd lot of Curtain, Veil and Mull Nets; some are of 9 rows; some are of 18 inches wide; plain or dotted.
29c yard, were 50c. Odd lot of cotton Torchon Edges and Insertions; 4 to 6 inches wide.
19c yard, were 25c to 39c. Odd lot white or ecru Nottingham, 1 to 10 inches wide; all edge or insertion effects.

Main Floor

Clearance of Small Wares

7 for 5c, were 10c. Odd lot Bobbing Bros.' Spool Thread—white and black.
2 for 5c, were 5c each. Odd lot Common Sense Hooks, with wood handle.
5c, were 10c. Odd lot Darning Eggs—mounted wood.
2 for 5c, were 5c. Odd lot Bobbin Edge Skirt Stiffening—black or white; 4 inches wide.
5c, was 8c. Bobbins Bros' Spool Silks—100 yards to the spool.
10c, were 20c. Odd lot Women's Belts of moire silk, with buckle; gilt or silver buckles.

Main Floor

New Muslin Underwear at Clearance Prices

Every garment has been cut on the newest pattern—the bands of the drawers are the kind that fit snugly and smoothly, the corset covers made to fit perfectly over the new corsets—and the skirts with the fullness where it ought to be—all the best to be had well under the new skirts. And the prices are less than anything before put on goods of equal quality and workmanship. Don't be guided entirely by the prices—come examine.

Drawers—

10c, worth 15c. Of muslin, yoke band, cluster of tucks.
19c, worth 25c. Of cambric or muslin; some have deep hem, others have cluster of tucks.
39c, worth 50c. Of cambric, deep ruffle; some of handkerchief fabric; some with row of hem-stitched tucks; some with row of hem-stitched tucks and lace trim.
49c, worth 65c. Of cambric, muslin or nainsook; some with clusters of tucks and deep ruffle of embroidery; others of embroidery; stitched tucks, with insertion of lace and edging.
69c, worth 85c. Of muslin or cambric—in 3 styles of hand-made Swiss Embroidery; some are of Valenciennes lace insertion and edge.
98c, worth $1.25. Of muslin, deep ruffle of lace or of embroidery; some with clusters of tucks; others with rows of hemstitched tucks; some with lace or embroidery insertion and edge; all are full width and length.

Corset Covers—

10c, worth 15c. Of muslin or nainsook; high or low neck, trimmed with lace or embroidery.
19c, worth 25c. Of cambric or muslin; some have yoke bands, trimmed with embroidery.
29c, worth 39c. Of cambric, high or low neck, trimmed with lace or embroidery.
39c, worth 50c. Of cambric, low neck and sleeves finished with lace edging; short backs.
49c, worth 65c. Of cambric or muslin; high or low neck; some have lace or embroidery ribbon drawn through beading.
Corset Covers, all styles and sizes.
49c, worth 65c. Of muslin or cambric—in 3 styles of hand-made Swiss Embroidery; some are of Valenciennes lace insertion and edge.
98c, worth $1.25. Of cambric or muslin; high or low neck, trimmed with embroidery.

Second Floor

1903 Wash Dress Goods

At Clearance Prices.

6x yard, worth 12½c. Percales, best quality—with 36 inches; light colors.
12½c yard, worth 15c. Printed Batistes, crisp and sheer; that early season will be on the floor before long; get that hold the little together. Beautiful styles.
22c yard worth 37½c. Silk-finished Batistes, in all the new colorings for the spring of 1903 showing in the collection.
39c, worth 50c. Fancy mesh cloth —silk stripes, dots, pretty silk-figured effects. 36in. Main Floor

Clearance of Women's Handkerchiefs

2½c, were 5c. Pure hemstitched Handkerchiefs; some are scalloped, others hemstitched and hemstitched—hem used in decoration—and the cleaning up of parties left from.
12½c, were 25c. Lace embroidered and hem-stitched effects.

Main Floor

Clearance of Bronzes

All in one-half less.

Because they have been handled and show it.

$5 bronze, was $10. $6 bronze, was $12.
$7.50 bronze, was $15. $8 bronze, was $16.
$9 and $10 bronze, were $18.50.
$12 bronze, were $24. $15 bronze, were $30.
$18 bronze, were $36. $20 bronze, were $40.

Main Floor

Clearance of Children's Underwear

2c, were 5c. Odd lot of Children's Underwear, fence vests, gray or white; small sizes only.
10c, were 25c. Odd lots Children's ribbed Underwear, gray or white; sizes 1 to 6 years.
25c, were 50c. Odd lots Children's ribbed Underwear; very comfy; sizes 2 to 10 years.

Main Floor

Meanen's Borated Talcum, 8c

Regular price of this powder 15c—flag plant price. Main Floor

Clearance of Untrimmed Millinery

39c, were 75c to $1. Women's Sailors, Felt Hats, in large roller and shepherd shapes; black, white, navy and green. Misses' and Children's Hats and Caps in black and colors.

Main Floor

Clearance of Men's Knit Underwear

25c, were 50c. Odd lot of Men's Underwear, heavy ribbed; gray or white; sizes 34 to 42 only.
39c, were 50c. Odd lot men's cotton ribbed Shirts and Drawers—heavy weight. Sizes 34 to 42.
49c, were $1.00. Odd lot men's heavy weight ribbed Union Suits, the popular kind. Sizes 34 to 42.
89c, were $1 and $1.25. Odd lot men's heavy worsted ribbed Shirts and Drawers, in gray and natural wool.
$1, were $1.50. Odd lot men's worsted ribbed Shirts and Drawers, fancy silk striped, high grade.
$1, were $1 to $1.50. Odd lot men's high grade imported flat regular made Shirts and Drawers; fancy silk striped; all sizes.

Main Floor

Clearance of Children's Hosiery

5c pair, were 10c. Odd lot Children's Stockings and Infants' Socks.
10c pair, were 25c to 35c. Odd lot Children's Black Stockings—in one to four lots of a kind.
15c pair, were 25c. Odd lot Children's fancy Stockings; some are plain; others have fancy tops.
Three pairs 25c, were 12½c pair. Odd lot Children's ribbed cotton stockings—double sole, double toes, all sizes.

Main Floor

Women's 50c Flannelette Waists, 25c

Tucked to boot forming yoke, or full gathered front. Fancy stock.

Main Floor

Clearance of Trimmed Millinery

$1.98, were $3 $2.49, were $5
$3.98, were $7 $4.98, were $10

Second Floor

Clearance of Men's Underwear

49c, was 75c. Of muslin; deep ruffle and cluster of tucks; some have hemstitched tucks.
89c, was $1.25. Of muslin, with two rows of hemstitched tucks; some have deep ruffle, others with cluster of tucks; all are embroidery.
98c, was $1.25. Of cambric or muslin; some have deep ruffle of embroidery; others have cluster of tucks of hemstitched.
$1.49, was $2. Of cambric or muslin; some have deep ruffle of embroidery; others have cluster of tucks of hemstitched.
$1.98, was $2.50. Of muslin or cambric; some have deep ruffle of embroidery; others have cluster of tucks of hemstitched.
$2.49, was $3.50. Of muslin or cambric; some have deep ruffle of embroidery; others have cluster of tucks of hemstitched.
$2.98, was $4. Of muslin or cambric; some have deep ruffle of embroidery; others have cluster of tucks of hemstitched.

Second Floor

Clearance of Towels

12½c, were 19c. Bleached Turkish Towels; hemmed; 18x36 inches; fringed.
6c, worth 10c. Turkish Bath Towels; hemmed; 18x36 inches; fringed.
19c, worth 25c. Huckaback Towels; extra quality. Damask border; hemmed.

Main Floor

Clearance of Domestics

4½c yard, were 7c. Unbleached Muslin, good weight.
6c yard, were 10c. White Cambric Muslin for women's underwear; 36 inches wide.
8c yard, were 12½c. Long Cloths; on cambric and plaited; extra good quality.
10c, were 19c. Unbleached Sheeting Muslin; good quality; 72 yards wide.

Basement

Clearance of Stationery

7c, were 10c. "Smoothtex" Playing Cards.
2c, were 5c. Box Perfect Writing Paper; 24 sheets and envelopes to match; blue, violet and linen finish.
25c, were $1.50. Odds and ends of Manuscript Covers, in leather and cloth.
49c, were $1.50. "Artist" Fountain Pen; with 14k gold pen; guaranteed.
10c, were up to 25c. Loose Paper and Envelopes; just up to date.

Second Floor

Clearance of Men's Shoes

$1.65, were $2.50. Of Box or Vici Calf, and Vici Kid; lace or button; all standard widths.
$1.98, were $3. Of Vici Kid and Patent Leather Tips; lace or button; all standard widths.
$2.98, were $4. Of Vici Kid and Patent Leather Tips; lace or button; all standard widths.

Main Floor

50c All-wool Dress Goods, 32½c

Storm Serge, 42 inches wide—black or navy blue.

Main Floor

Clearance of Cotton White Goods

6c, was 10c. Odd lot Longcloth—Southbridge Superior—12 yards to the piece.
12½c yard, were 19c. Odd lot Fancy White Cotton goods—fancy stripes, plaids, lace effects.
25c yard, was 40c. Odd lot White Crepe-de-Paris laces wide—dainty and sheer.

Main Floor

Clearance of Dress Trimmings

36in, was 25c yard. Fancy colored trimmings.
10c, was 15c to 25c, yard. Black stitched Bands and Fancy velveteen effects; best quality bobbins.
10c, was 15c to 25c. Odd lot of Bobbins; 2 dozen to the lot.
36in, was to 25c. Gilt and Fancy Imported Bobbins.

Clearance of Carpets, Rugs, Linoleums

25c yard, was 40c. *Three-ply Ingrain Carpet*; pure wool throughout; 1 yard wide, 36 inches; handsome patterns.
49c yard, was 65c. *Ingrain Carpets*—gritty wool; 1 yard wide, 36 inches; handsome patterns throughout effects.
25c yard, was 35c. *Granite Carpets*—best grade; 1 yard wide; Reversible effects, and what we stand as a correct mode double.
59c yard, was 75c. *Dresden Floor Carpets*; 36 inches wide; in red, blue, green and light colors; very durable fabric.

Fringed Carpet Rugs

4-end floor Rugs; fringed all around. Terra Cotta, Artistic, Wilton. Yard by yard and a half long. Nearly fringed

Were $1—to $1.25 each.
Were $1.50 to $2.00 each.

Carpet Remnants are those left several thousand yards of all grades in short lengths. Many are enough for rugs.

29c yard, was 50c. *Tapestry Brussels Carpet*, exceptional offering of light-grade quality; handsome patterns.
49c yard, was 65c. *Tapestry Brussels Carpet*, exceptional offering of light-grade quality; handsome patterns.
59c yard, was 75c. *Tapestry Brussels Carpet*, exceptional offering of light-grade quality; handsome patterns.
Carpets, in good patterns.
75c yard, was $1. *Tapestry Brussels Carpet*—heavy grade Tapestry Carpets; some with borders to match; 18 inches and designs.
89c yard, was 75c. *Tapestry Brussels Carpet*—extra heavy quality; very close weave; in 27 splendid patterns.

$1.50 Inlaid Linoleum, 60c

Square yard. Best grade Inlaid Linoleum. Good patterns, but a lengths of two to ten yards only. Inlaid $1.50 quality for a square yard. Think of it. There's no wear about it.

Carpet Department

8x4 yard, was $5. *Tapestry Brussels Carpet*, exceptional offering of light-grade quality; handsome patterns.
8x4 yard, was $6. *Tapestry Brussels Carpet*, exceptional offering of light-grade quality; handsome patterns.
8x4 yard, was $7. *Tapestry Brussels Carpet*, exceptional offering of light-grade quality; handsome patterns.
8x4 yard, was $8. *Tapestry Brussels Carpet*, exceptional offering of light-grade quality; handsome patterns.
8x4 yard, was $9. *Tapestry Brussels Carpet*, exceptional offering of light-grade quality; handsome patterns.
8x4 yard, was $10. *Tapestry Brussels Carpet*, exceptional offering of light-grade quality; handsome patterns.
8x4 yard, was $11. *Tapestry Brussels Carpet*, exceptional offering of light-grade quality; handsome patterns.
8x4 yard, was $12. *Tapestry Brussels Carpet*, exceptional offering of light-grade quality; handsome patterns.
8x4 yard, was $13. *Tapestry Brussels Carpet*, exceptional offering of light-grade quality; handsome patterns.
8x4 yard, was $14. *Tapestry Brussels Carpet*, exceptional offering of light-grade quality; handsome patterns.
8x4 yard, was $15. *Tapestry Brussels Carpet*, exceptional offering of light-grade quality; handsome patterns.
8x4 yard, was $16. *Tapestry Brussels Carpet*, exceptional offering of light-grade quality; handsome patterns.

$7.50 Matting, $4.50 roll

Two cuts; 40 yds. Two flat fits proof that we fit and square a house not full for short lengths. Cuts matchings on extra charge—if you're the size.

Main Floor

8x4 yard, was $17. *Axminster Carpets*; extra quality, extended close weave, in beautiful color effects, with or without border 18 designs.
8x4 yard, was $18. *Axminster Carpets*, one of the best qualities made; handsome designs, rich colors; 9 patterns.
7½c yard, was $1.10. *Velvet Carpets*—best quality, good wool face Velvet Carpets, in 20 excellent designs.

Chance to Buy Rugs Cheap

We have 3 genuine sales. One is now very well under way. Another will be on in a few days. The third will be on in a few weeks. Watch for announcements. A special notice $1.98, was $2.75. Body Brussels, 9-in border, assorted designs.

Main Floor

FIG. 13

A combination clearance and after-inventory-sale advertisement, written in a catalog, or price-list, style, but without illustrations

Christmas business; its purpose is to clean up holiday goods that are left over and to make a good beginning on the reduction of the winter stocks throughout the store. The other sale usually takes place in July or August, so as to reduce the summer stocks.

STOCK-TAKING SALES

32. Large stores "take stock" twice a year, usually about the beginning of the spring and the winter season; that is, in February or March and in August or September. Stock taking consists in the actual counting and listing of every piece of merchandise in the store. This is a very hard and tedious operation, and usually requires the services of the entire salesforce for two or three days and evenings. However, by the usual system of stock taking it is only by thus actually counting and measuring every bit of merchandise that the management is able to know exactly what is on hand and to figure what has actually been made or lost in each department during the preceding season.

It is the duty and ambition of every merchant and buyer to show as little stock on hand as possible; that is, to show as large sales as possible. This gives another very reasonable and proper excuse for a forced sale, and the **stock-taking sale** is the result. Stock-taking sales, as will be noted, occur at about the same time as the big clearance sales and for this reason are sometimes combined with them, as will be observed by noting the advertisement shown in Fig. 13.

OTHER GENERAL SALES

33. The clearance and stock-taking sales are the only price-reduction events that have fixed reasons. However, there may be occasional reasons equally good for similar movements, and when the reason is real and logical, it should be used to the best advantage. A **removal sale** may naturally be based on a good reason, namely, that it is easier to sell goods than to move them, even if the price

is low. **Rebuilding sales,** in which the excuse for price cutting is the necessity for compressing the departments into a smaller space, to give room for carpenters, are often founded on actual facts. Fig. 14 shows an announcement of an annual black-goods sale. Fig. 15 illustrates how the purchase of the stock of another store may be used as the advertising idea for a general sale. The mill-end sale illustrated by Fig. 16 is still an annual feature with some stores but is not so strong as it once was.

34. Factitious Sales.—Many stores have **anniversary sales** to celebrate their founding. The reason for such sales—that is, the reason for reducing prices—is not easy to understand. In fact, the anniversary sale, together with the **challenge sale** and a dozen others frequently advertised in the past, all being founded on reasons that are more imaginary than real, are being dropped by the better class of stores. The reason for their abandonment is that the public is wise enough to understand that no store can afford deliberately and generally to reduce its prices for any length of time unless there is some good business reason that makes such reductions wise and profitable. Also, the public has been taught this wisdom by the repeated efforts on the part of sensational advertisers in every city to make the appearance of reductions pass for the actual reductions. It is not necessary to practice deceit in clearance sales; in such cases, the reductions can be and usually are actually made. In the factitious, or fictitious, sales, reductions, if made at all, are made only in a spasmodic and desultory fashion. The public of a city soon associates the real bargains with the real reasons and looks askance at the imitation bargains that must necessarily accompany an imitation reason.

35. Reason for Factitious Sales.—The real reason that underlies many factitious sales today is that their success in the past has given increased sale figures for a certain day or week. Thus, in the effort to meet these figures, the same plan is tried, despite its failing efficiency.

ANNUAL BLACK GOODS SALE

TO-MORROW morning at 8 o'clock we will inaugurate our first annual Black Goods Sale. We have planned for months and made extensive preparations for this great event. Our utmost energies were bent upon securing for you exceptionally good values that this initial sale may be a brilliant and instantaneous success. The reward of our efforts can best be determined by the merchandise we offer and the prices we offer them at. You are the judges, and we have no doubt but what you will pronounce them to be the best values in new, desirable and dependable merchandise you ever bought. Don't fail to be among the early comers.

Chiffon Trimmings, 18c a yard, worth 25c and 29c.
Silk Embroidered Chiffon Trimming, black or white, all desirable patterns; new goods just received; they are odd pieces, well worth 25c and 29c, per yard **15c**

Ladies' Silk Vests, 45c, worth 65c and 85c.
Ladies' Swiss ribbed Silk Vests, low neck and sleeveless, silk tape neck and arms with plain and lace yoke and lace shoulders, all sizes, these are items will regular for 65c and 85c, on sale Monday at **45c**

Fastest Growing Store in America.

Hair Ornaments, 23c, worth 49c and 69c.
A special purchase of Chignon Back Combs, highly polish finish and gilded teeth; heavy quilled tops, all new and desirable shapes; also Side Combs in styles to match, worth 49c and 69c—choice, per **25c**

Women's Rubbers, 33½c per r, worth 50c.
Nearly 3,000 pairs of Women's Cashier and Boston Brand Rubbers, in two styles (storm and low-cut), all sizes from 2½ to 8, on sale at, per pair **33c**

Black Dress Goods.

THE extensive preparations we have made for this sale has given us an opportunity of gathering the best selected lines of Black Dress Fabrics ever shown in St. Louis. Every new weave and design is represented and every yard is sold under price to a greater or less extent.

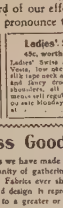
50c Quality Black All-Wool Albatross 29c a yard. Monday from 8 to 10 a. m. we will sell 36 pieces of All-Wool Black Albatross, suitable for various purposes—goods worth 50c a yard, at **29c**

46-inch Black Mohair Brilliantine—
Worth all Wool Double Warp Black Ottoman Henrietta, with Finish—per yard **49c**
46-inch French Broth, guaranteed pure dye—per yard **59c**
46-inch Black Double Warp all-wool heavy enough to make a good skirt—per yard **69c**
46-inch Imported Black Cashmere—Finished for the most exacting—the correct fall weight—per yard **85c**
46-inch Imported Black Silk Finish Crepon—soft, clinging fabric—per yard **98c**
46-inch Black Storm Serge—per yard **39c**
46-inch Imported French Voile—a fabric having that elegant appearance—per yard **$1**
46-inch extra heavy weight Black Broadcloth—will not wear thin—per yard **98c**
46-inch Black French Venetian—per yard **89c**
46-inch Habit-cloth—Black, with guaranteed fast dye—a fabric that will not crock—per yard **$2**
46-inch Imported Black Silk Warp Henrietta—the material of the season—per yard **$1.35**
46-inch Priestley and Farmer Broadcloth—the best makes—every yard sold under a guarantee—ranging in price from $1.50 to **$3.50**

Black Linings.

36-inch Black Sateen, suitable for petticoats drop stitch, per yard **10c**
36-inch Black Percaline, extra quality, warp dyed, suitable for Black dress—worth 15c a yard, at **12½c**
36-inch Black Cambric—per yard **19c**

Sale of Black Waists.



IN preparing for this sale we have gathered Black Waists of every desirable style and severe material. The showing is complete; besides we are offering you exceptional values—several instances fullow

Women's Black Silk Waists in 12 different styles, made of Taffetas, Pean de Soies, Louisines, Crepe de Chines and Peau de Cygnes, finished in the various styles of tucks, hemstitching, side pleats, straps and fascinating trimmings, all exclusive styles, thoroughly well-made and perfect-fitting garments, excellent values at **$4.95**
$6.50—sale price.

Black Japanese Silk Waists, finished Black Nun's Veiling Waists, finished with tucks and hemstitching ..... **$3.98** with box pleats **$2.98**
$9.00 values for ..... $6.98 values for .....

Black Peau de Soie, trimmed down the front with tucks, fancy tabs and silk buttons, $5.50 values for **$3.98**

Black Brilliantine Waists, finished with fancy tucks and silk buttons, $5.00 values for **$3.98**

Black Sateen Waists, pretty model, worth $1.50 and $2.00, choice **98c**

Black Tailor-Made Suits and Skirts.

THE newest spring styles in Tailor-Made Suits and Dress and Walking Skirts, made of splendid black fabrics, will be offered to-morrow at exceptionally low prices.

Women's New Spring Black Cheviot Suits of all-wool Cheviots and Venetians, made in the newest imported cheviots, broadcloths, Venetians and cheviots, in the newest flower effects, with fancy revers, collars, plain or with braid trimmings, in all the newest blouse effects, with pointed and position backs, newest pleated and gathered skirts, with fancy tucks, ruffles and tabs, elaborately trimmed with tassels, newest pouch sleeves, stitch bottom skirts, new flare and fancy arrangements, many are flared and trimmed, some prices are drops from **$24.75**
lowest $16.00 values, to ..... **$9.95** silk lined throughout, special **$24.75**
on sale at ..... Monday .....

Women's Black Walking Skirts, of all-wool cheviots, several new flare styles, fancy stitched, with new seven gore flare style, trimmed with taffeta bands and silk straps, $6.50 values for **$3.98**
for ..... for .....

Sale of Black Silks.

NO matter how low the prices are you can always rely on the quality of the goods we offer. We doubt if you can recall an instance when such staple Black Silks were offered at equally low prices.

Black Taffeta, Black Surah Silk, 36-inch Twill Foulards and 36-inch all-silk Iron Frame Grenadines—worth 50c and 59c a yard—Special Sale Price **35c**

Black All-Silk Watered Silk, Black Moire Velour, all-silk Satin Duchesse, Plain Peau de Soie, Black Peau de Soie, figured Taffetas and figured Purgees—The grades—per yard **49c**

Black Hemstitched Taffetas and Satins, Black Armure, Peau de Soie, Liberty Satins, Gros Grains, Duchesse Taffetas, Moire Velours and 36-in Wash Taffetas—the grades—choice, yd. **59c**

Elegant Grade of Black Moire Velour, in small designs, 27-inch Black Peau de Soie, 36-inch Gros Grains, 36-inch Black Taffetas, late arrivals Taffetas and 36-inch plain 75c
to 1.00 Grenadines—$1.00 grades per yard .....

27-inch Heavy Black Taffetas, 36-inch Black Cros Grain, heavy Corded Octagon, Pekins and Watered Silk and 36-inch Satin Duchesse—$1.10 quality—per yard **85c**

36-inch Black Taffeta, 36 inch Black Crepe de Chine, 36-inch Moire Velour, guaranteed Satin Duchesse, 36-inch Black and 27-inch Waterette Taffetas—$1.30 quality—per yard **$1.00**

36-inch Black $1.35 Quality Satin Duchesse, 36-inch Black Peau de Soie, $2.25 quality— guaranteed Taffeta, per yard ..... **$1.10** per yard **$1.50**

Quinet's Black Peau de Soie, 36-inch Black Fancy Grosgrains—$2 quality— $1.70 quality— per yard ..... **$1.25** per yard **$1.65**

Black Moire Renaissance, Quinet's Black Peau de Soie, $2.00 quality— per yard ..... **$1.35** per yard **$1.75**

Black Cros Grain Silk, Cashmere finish—$2.00 quality— per yard ..... **$1.25** **44-inch Black Crepe de Chine,** $2.50 quality— per yard **$1.85**

Black Satin Regence, 27-in. Black Wash Taffeta, $2 quality—per yard ..... **$1.19** 40-in. Black Wash Taffeta, $1.50 quality— per yard **$1.25**

Black Gloves.

Ladies' Selmo Kayser Silk Gloves, 2-clasp, self and contrast colors, pearl silk stitched, embroidered back, worth $1.00 a pair, per pair **50c**

Ladies' Selmo Kayser and Armitage Silk Gloves, with 2 pearl buttons and fancy lisle tops, guaranteed unbleachable in fine black or white, per pair **75c**

Cortona Black Kid Gloves, in Dixon and Suede kid, with fancy embroidered backs, Cortona Gloves are manufactured expressly for the Grand Leader, of fine selected soft lamb kid, 2-clasp, pearl dot, guaranteed and fitted, per pair **$1.00**

Perrin's Black Kid Gloves, 2-clasp, Foster fitting, Imported Perrin Gloves, in fine soft kid, with fancy embroidered backs, pearl dot, per pair **$1.50**

Black Hosiery.

Ladies' full seamless fast black, Maco lisle, extra solid, ribbed hose, 3c quality, per pair **15c**

Ladies' extra fine imported full-regular make first black, Maco, Lisle and Cotton hose, high spliced heels, double soles, toes, 35c quality, per pair **25c**

2 pairs for $1.00

Boys' extra heavy fast black Cotton Hose, spliced heels and toes, 25c and 35c ribbed, sizes 6 to 10½—regular 25c a pair special, 3 pairs for **50c**

Men's extra fine imported full regular made first black Cotton and Lisle Thread Hose, double soles, high spliced heels—the 25c quality, per pair **15c**

Black Petticoats.

WE are showing a very large selection of strikingly beautiful Black Petticoats. The range of styles will be of special interest to you—for new, novel creations, representing the products of America's foremost cloth makers. There is nothing richer than a beautiful flounced black silk petticoat. We advise you to take advantage of these offerings—

$4.75 for Black Silk Petticoats, exactly like illustration, of heavy taffeta, cut with full circular flounce, finished with hemstitching; others with deep accordion flounces **$3.98**

$6.75 for Black Silk Petticoats, new and clever styles in pleated and ruffled effects, richly trimmed with taffeta ruchings ..... **$5.**

$8.75 for exquisite creations in Black Silk Petticoats, new effects, made of best heavy rustling silk taffeta. Some have very deep pleated flounce and finished with fine knife-pleated ruffling and taffeta ruching and silk dust ruffle. Exceptional values.

Black Laces.

Mandarene Black Lace Bands, medallion, galloons and insertings to match, some with picot edge, all desirable novelty designs for waists and skirts, per yard **98c**

Pure Silk Galloons and Bands, in a variety of designs and novelty effects, in black and white, Persian and Oriental effects, Persian galloons, Persian bands, Persian insertings, all widths, per yard **49c**

40c Galloons and Bands, 25c per yard **15c**

60c Galloons and Bands, 35c per yard **25c**

Black Liberty Silk, 45 inches wide, guaranteed fast dye, 85c quality, per yard **59c**

14-inch Heavy Cashmere Wool Dress Blackets, storm shrunk, worth $5.00 a pair, per pair **$3.69**

12-4 Extra Fine Heavy Wool Blankets, storm shrunk, worth $6.50 a pair, per pair **$3.98**

Elderdown Blankets, extra fine quality, full size, pink and blue borders, worth $4.50 a pair, per pair **$2.98**

Leather Goods.

Odd pieces and sample Writing and Cashmere Bags, principally from our leather novelty department, some leather—many of the Cashmere—all in the latest styles, all new and desirable shapes and colors. Your choice of the entire lot, per each, worth from 50c to **49c**

Fine finished cowhide Chatelaine Bags, in the new high cornered shape, with fancy leather trimmings, fancy plaid and fancy moire lined, with inside purse and mirror, worth 75c, on sale at **38c**

New Black Belts

Monday we will place on sale a very newest style in Belts in all the leading shapes, worth up to 75c, at **49c**

Boys' Clothing.

SPRING goods are daily arriving, and we don't want a single garment left in stock of the spring season that reason we are offering all our winter suits and overcoats at one-half the correct style in double-breasted, three-piece Pant Suits, Sailor and Norfolk, also Raglan Overcoats, lined throughout, perfectly new goods

$1.95 Boys' Spring Weight Worsted Pant Suits, in all the new patterns and colorings **$2.98**

$4.25 Boys' Suits, in all the new patterns and colorings, in sizes 7 to 16 years **$3.98**

Fancy Goods

Stamped Cushion Tops, green felting stamped in the new jewel patterns, worth 20c, top and back **25c**

Union Linen Squares, 30x30 linen, stamped in pretty designs, different patterns and open work, worth 60c **49c**

Fancy Leather Bonnets, for dress or cozy corners, they are elastic sided, formerly priced at $1.98; choice while they last **75c**

Hemstitched Scarfs, on sheer cloth, in pretty long, plain squares, 32x92 in size, hemstitched with fancy edge **25c**

Genuine Sheeny Satin Tops, in all the new patterns and colorings **59c**

Fencing Girl Cushion Tops **49c**

Wm. A. Rogers' and "1847" Silverware

At prices never before quoted for these high-grade makes of silver-plated flat ware.

Wm. A. Rogers' Teaspoons, fancy pattern, worth $2.00 a dozen **35c**
Wm. A. Rogers' Dessert Spoons, fancy pattern, worth $3.00 a dozen, per set of 6 ..... **49c**
Wm. A. Rogers' Tablespoons, fancy pattern, worth $4.00 a dozen, per set of 6 ..... **98c**
Wm. A. Rogers' 12-oz. Knives or Forks, hollow handle, silver plated, set of 6 ..... **$1.19**
Wm. A. Rogers' Sugar Shell, fancy pattern, in silk-lined box **23c**
Wm. A. Rogers' Butter Knife, fancy pattern **25c**

Wm. A. Rogers' Berry Spoon, fancy pattern **45c**
Wm. A. Rogers' Pie Knife, fancy pattern, in silk-lined **79c**
Wm. A. Rogers' Gravy Ladle, fancy pattern **59c**
Wm. A. Rogers' Soup Ladle, fancy pattern, in silk-lined **$1.45**
"1847" Rogers' Teaspoons, offers set of 6 fancy patterns worth $1.75 ..... **98c**
"1847" Rogers' Tablespoons, choice of 6 fancy patterns, worth $3.50 ..... **$2.19**
"1847" Rogers' Knives or Forks, choice set of 6 ..... **$1.75**

EXTRA SPECIAL—Tea Set—Quadruple silver-plated 4-piece Tea Set—butter dish, sugar bowl cream pitcher and spoon holder—would be cheap at $8.00—for this sale, set **$2.98**

Sale of Blankets

12-4 Heavy Fleeced Bed Blankets, in gray, tan and plaids, worth $1.50 a pair, per pair **98c**

10-4 White Wool Bed Blankets, worth $2.75 a pair, per pair **$1.98**

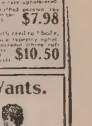
10-4 White Wool Blankets, extra weight, worth $4 a pair, per pair **$2.98**

11-4 Heavy California Wool Bed Blankets, storm shrunk, worth $5.00 a pair, per pair **$3.69**

12-4 Extra Fine Heavy Cashmere Wool Blankets, storm shrunk, worth $6.50 a pair, per pair **$3.98**

Elderdown Blankets, extra fine quality, full size, pink and blue borders, worth $4.50 a pair, per pair **$2.98**

Sale of Go-Carts



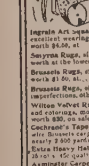
Go-Carts—
Steel reed body, rubber tire, gear wheels, adjustable back, worth $10.00, on sale at **$5.98**

Go-Carts—Fancy reed body, rubber tire, gear wheels, adjustable back, worth $15.00, on sale at **$7.98**

Go-Carts—Steel reed body, rubber tire, gear wheels, adjustable back, worth $20.00, on sale at **$10.50**

New Carpets and Rugs.

WE can show up without question the largest and most complete stock of new carpets, rugs, curtains, mattings, etc., in the city. The range of patterns is quite bewildering—all the new and desirable colors and designs. Having contracted for these goods several months ago we are in a position to quote prices that you will not be able to duplicate. This is a statement that will pay you to investigate.



Two lobes of Brussels Carpet, in medium, handsome floral designs, worth very little more, sale price, they are worth 75c, per yard **59c**

Half Oil Cloth, more than 2,000 yards, 10c quality, per yard **8c**

Linoleum, very select patterns, 1 000 yards, 75c quality, per yard **45c**

Ingrain Art Squares, size 9x9 feet, in floral and medallion patterns, excellent wearing qualities, good fast colors, worth $4.00, at **$2.70**

Smyrna Rugs, size 27x60 inches, strictly all wool, worth at the lowest estimate $3.00, special price **$1.49**

Brussels Rugs, size 27x60 inches, worth $1.25 ..... **98c**

Brussels Rugs, size 9x10 ft. 6 in., they have some slight imperfections, otherwise would sell for $15, special price **$9.50**

Velour Velvet Rugs, in a splendid line of patterns, new designs and colorings, more than 60 to all, actually worth $30, on sale at **$19.75**

Cochrane's Tapestry Stair Carpet, will wear better than an eight wire Brussels carpet; three different patterns to choose from; 27 inches wide, 900 yards in all, per yard **29c**

Extra Heavy Half-Wool Carpets, pretty, bright patterns, 36 inches wide quality per yard **29c**

A splendid Carpet, Hartford and Sanford, 36 inches wide, 75c quality, per yard **98c**

Special Basement Offers for Monday.

19-inch Heavy Twilled Hemmed Huck Toweling, 5c quality, per yard **3½c**

Yard-Wide Bleached Muslin, made by the Wamsutta Mills, usually priced at 10c, per yard **5c**

45-inch Embroidered Dotted Swiss, in plain white or white with colored dots, 50c quality, per yard **25c**

40-inch White India Linon, very fine and sheer quality, worth 10c a yard **5c**

Latest Novelties, in White Mercerized Cordrelle and White Mercerized Madras, the latest thing for shirt waists, worth up to 25c a yard, at **12½c**

Finest Solid-Colored Silk Taffeta, all shades and colors, 85c quality, per yard **49c**

Bleached Linen Damask Dinner Napkins, 12 inches square, extra patterns, worth $1.50 a dozen, at **$1.00**

36-inch All-Linen Silver Bleached Table Damask suitable for restaurants, worth 25c a yard, at **17c**

Fine Linen Huck Towels, hemstitched or scalloped embroidered borders, worth up to 25c, at **20c**

Dark Gray Heavy Cotton Jeans, the kind you have to pay a much higher price for, quality, per yard **5c**

Fine Sheer Quality Black Organdie, 36 inches wide, 35c quality, per yard **25c**

Black Flannel, strictly all wool, 36 inches wide, 50c quality, per yard **19c**

Sheets and Pillow Cases.

To introduce our new brand of Sheets and Pillow Cases we have decided to quote you at greatly reduced prices for this week—

81x90 Sheets, each	49c
81x90 Sheets, each	49c
81x90 Sheets, each	49c
81x90 Sheets, each	49c
Pillow Cases—Size 42x36 for	12½c
Pillow Cases—Size 42x36 for	14c

Sheets are hemstitched sheets. Pillow Cases are hemstitched with extra fine hemstitched pillow cases.

At 9 o'clock Monday we will put on sale 50 pieces of the very finest imported 45-inch White French Lawn, the most popular and desirable sheer white goods of the season, will be worth 25c per yard, at **17c**

Fine Quality Zephyr Gingham, in light and dark colors, stripes and checks, 10c quality, per yard **6½c**

Large-Size Bed Comforts, white cotton filled, sateen covered, worth $1.50 each, at **$1**

Genuine American Shirting Prints, new fancy light and dark effects, in small figures and neat stripes, 8½c quality, per yard **6c**

36-inch Light Colored Fancy Printed Percale, worth 8c a yard **6½c**

36-inch Light Colored Fancy Printed Percale, worth 12½c a yard **10c**

Fancy Printed Cotton Challies, in all the newest colorings, 10c quality, per yard **8½c**

Fancy Printed Lawns, Dimities and Batistes, in all the newest colorings, all very fine goods, worth up to 12½c a yard, at **10c**

Fancy Printed Phoece-Lined Wrapper Flannel sizes 36, 5c quality, per yard **3c**

Fancy Printed Plique Suiting, with diamond dots, 12½c to 15 cent, 9c quality, per **8½c**

Sale of Laundry Wants.

Curtain Stretcher—Never-rip, worth 50c, for **25c**

Washing Machine—"Western Defender" Washing Machine, worth $2.00, at **$1.98**

Soap—Lenox Laundry Soap, 7 cents for **5c**

Tub—Large flat galvanized tub, worth 75c, at **49c**

Pail—Galvanized Iron Water Pail, worth 15c, at **12c**

Broom—3-sewed, new corn, worth 15c, at **10c**

Boilers—No 8 Copper Boilers, No 815 The copper bottom and copper rim worth $1.25, for **95c**

No 8 All Tin Heavy Copper Boiler, worth 75c, at **59c**

Mrs. Potts' Irons, nickel plated, worth $2.50 a set, at **$1.75**

Sad Irons—Nickel plated, 6-lb. No 7 and 8 pattern, set of 3 ..... **$1.98**

Dipper—Steel enameled ware dipper, worth 25c, at **$2.49**

Wash Board—"Challenge" No 1, worth 20c, for **15c**

Ironing Wax—With wood handle and case **1c**

Wash Bench—Made of hard wood, to be used in tubs and sinks, worth 98c, at **$2.98**

Ironing Board—6-feet, extra wide **53c**

Clothes Line—100 feet Cotton Sash Cord, worth 25c, at **12c**

Wash Basket—All Cane Basket, heavy weave wood bottom **59c**

Clothes Hamper—Square Cane Clothes Hamper **98c**

Clothes Horse—Folding **48c**

Clothes Wringers—"Anchor" Wringer, guaranteed 1 year, worth $2.50, at **$1.75**

Mrs. Potts' Irons, registered, 6 pieces, worth $2.50, at **$1.75**

Sad Irons—Nickel plated, 6-lb. No 7 and 8 pattern, set of 3 ..... **$1.98**

Dipper—Steel enameled ware dipper, worth 25c, at **$2.49**

Wash Board—"Challenge" No 1, worth 20c, for **15c**

Ironing Wax—With wood handle and case **1c**

Wash Bench—Made of hard wood, to be used in tubs and sinks, worth 98c, at **$2.98**

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Wash Basket—All Cane Basket, heavy weave wood bottom **59c**

FIG. 14

A well-balanced and attractive advertisement. Note that only the upper half of the space is used to advertise "Black Goods"

LIT BROTHERS

The Name a Guarantee

"The name of Cook & Brother stood as a guarantee of the highest quality—absolute reliability. For forty-one years this name has ruled the merchant tailoring of the people. The merchandise of Cook & Brother was noted always for its high standard of fabric and workmanship, for honesty and underpriced. They were fashion, beyond the limits of this State. They did a tremendous trade under business with all parts of the Union.

HATS TRIMMED FREE OF CHARGE

LIT BROTHERS

MARKET, FILBERT, EIGHTH and SEVENTH STREETS

Cook & Bro.'s Sales Force

In the sale which begins tomorrow morning we will have the assistance of Cook & Brother's own force of carefully selected salespeople. These same people have served well-satisfied customers previously. And you would very greatly oblige us by asking for them. Not one would take pleasure in showing you more than we. Please ask for Cook & Brother, and they will serve you with all the interest of their former employers.

THE EAGERLY-AWAITED MONEY-SAVING EVENT WILL BEGIN TO-MORROW MORNING, MONDAY, JANUARY 5

SALE OF THE ENTIRE STOCK OF COOK & BROTHER

For Forty-One Years the Largest Retailers of Hosiery and Underwear in America. Nos. 49, 51 and 53 North Eighth Street.

EXPECTATION has been aroused to an intense pitch by our preliminary announcements concerning our extraordinary purchase of the entire stock of Cook & Brother, who for so many years held the unchallenged position of being the largest retailers of hosiery and underwear in this country. Their retirement from business removes a landmark from the very heart of the retail district. The entire stock will be placed on sale in our store tomorrow morning, Monday, January 5, when the most phenomenal values will be offered in the best makes, highest grades and finest styles of Women's, Men's and Children's Hosiery and Underwear; Men's Neckwear, Collars, Cuffs, Shirts and Furnishings, together with Handkerchiefs and Gloves of all kinds. The prices will absolutely astonish you; in many instances they are lower than the wholesale or import cost.

The Men's Underwear, Hosiery, Neckwear, Shirts, Collars, Cardigan Jackets, Nightwear, etc. From the COOK & BROTHER STOCK

Cook & Brother made a special study of the needs of men in Shirts, Collars, Neckwear, Underwear, Hosiery, etc. Their stock was the largest and most varied in the city. The best makers of Europe and this country are represented in it. Cook & Brother only bought from concerns whose productions were of the highest excellence. Quality was the standard on that old-time store. The bargains that are in this sale are absolutely unprecedented. Just look at the famous names that are attached to the under-wear, for instance: Cartwright & Warner, Norfolk and New Brunswick, L. & R. Bishop, Manchester, Atwood Hosiery Company, etc.

Underwear

Men's Underwear—Including natural wool, dusty shades, with silk trimmings, fine weather wool gowns and last bundles' wool fleece; also a limited quantity of merino shirts and drawers, in ecru and natural shades. Values from $1.00 and $1.25 each. Cook & Brother's price, per garment 59c

Men's Underwear—Including fine natural wool and camel's hair shirts and drawers, in Tweeds, Fancies, fine natural wool mixtures and camel's hair in white merino; American Hosiery Co.'s "Lion" brand, Gauntlet, Cook & Brother's price, per garment 75c

Men's Underwear—Camel's hair, Tweeds, Fancies, natural wool mixtures and white merino; American Hosiery Co.'s "Lion" brand, Gauntlet, Cook & Brother's price, per garment $1.00

Men's Underwear—Camel's hair, Tweeds, Fancies, natural wool mixtures and white merino; Cartwright & Warner and L. & R. Bishop's underwear, Cook & Brother's price, per garment $1.25

Men's Underwear—Including Scotch camel's hair, natural wool and camel's hair shades, Cartwright & Warner and L. & R. Bishop's underwear, Cook & Brother's price, per garment $1.50

Men's Underwear—Including Scotch camel's hair, natural wool and camel's hair shades, Cartwright & Warner and L. & R. Bishop's underwear, Cook & Brother's price, per garment $2.00

Men's Underwear—Including Cartwright & Warner and L. & R. Bishop's underwear, Cook & Brother's price, per garment $2.50

Men's Underwear—Cartwright & Warner "Extreme" and L. & R. Bishop's underwear, Cook & Brother's price, per garment $3.00

Men's Pure Bright Silk Underwear—Silk and Ribbed; L. & R. Bishop's underwear, Cook & Brother's price, per garment, $4.00 and $5.00 ..... $6.00

Hosiery

Men's Half Hose—In Lisle finish, two and four thread, fashion and fancy patterns. Cook & Brother's price, per pair, 25c; 6 pairs for $1.00

Men's Half Hose—Including L. & R. Bishop's natural wool and black cashmere, lisle and cotton, Cook & Brother's price, per pair 12½c

Men's Half Hose—Including Cartwright & Warner and Bishop's black cashmere and fine black lisle, Cook & Brother's price, per pair, 18c; 3 pairs for 50c

Men's Half Hose—Including L. & R. Bishop's natural wool and black cashmere, lisle and cotton, Cook & Brother's price, per pair 18c

Men's Half Hose—Including Cartwright & Warner and Bishop's black cashmere and fine black lisle, Cook & Brother's price, per pair, 25c; 3 pairs for 75c

Men's Half Hose—Including L. & R. Bishop's natural wool and black cashmere, lisle and cotton, Cook & Brother's price, per pair 25c

Men's Half Hose—Including Cartwright & Warner and Bishop's black cashmere and fine black lisle, Cook & Brother's price, per pair, 35c; 3 pairs for $1.00

Men's Half Hose—Including L. & R. Bishop's natural wool and black cashmere, lisle and cotton, Cook & Brother's price, per pair 35c

Men's Half Hose—Including Cartwright & Warner and Bishop's black cashmere and fine black lisle, Cook & Brother's price, per pair, 50c; 3 pairs for $1.50

Neckwear

Impossible to give the exact number in any sort of description. The variety is endless. Here you have an idea of the new prices.

Men's Neckwear—Including all the new shapes and patterns, Cook & Brother's price, per each 12½c

Men's White Laundered Shirts—Including best wearing dress; pretty white and long bosoms, open front and back; also Cook's own make. Cook & Brother's price, per each 50c

Suspenders

Men's Suspenders—The elastic web kind, with nickel slides. Cook & Brother's price, per pair 12½c

Men's Suspenders—The finest kind, with gilt slides; extra length. Cook & Brother's price, per pair 25c

Night Shirts

Men's Fancy Stuff Night Shirts—Including Percale and Cambric, in assorted patterns. Cook & Brother's price, per each 35c

Men's Fancy Night Shirts—Including Percale and Cambric, made of assorted pretty goods. Cook & Brother's price, per each 50c

Men's Flannelette Night Shirts—All Percale designs; assortment of colorings. Cook & Brother's price, per each 49c

Men's Night Shirts—Including imported percales and Cook's celebrated fast black cotton, open back. Cook & Brother's price, per each 69c

Men's Flannelette Night Shirts—Cut large and full; open back. Cook & Brother's price, per each 35c

1 for $1.00

Men's Percale Night Shirts—Cut large and full; open back. Cook & Brother's price, per each 50c

1 for $1.00

Dress Shirts

Men's Laundered White Dress Shirts—Linen front and back; also linen bosom; open front and back; reinforced back and sleeves. Cook & Brother's price, per each 25c

Men's White Laundered Shirts—Including best wearing dress; pretty white and long bosoms, open front and back; also Cook's own make. Cook & Brother's price, per each 50c

Negligee Shirts

Men's Negligee Shirts—The "Eagle" pattern; Percales and other materials, with or without collars; many of choicest, pretty and lasting, in light and dark effects. Cook & Brother's price, per each 49c

Men's Negligee and Fancy Domet Flannel Shirts—In our choice Lauder and Eagle patterns; also a large assortment of other patterns; made of madras, percale and Oxford cloth; with or without collars. Cook & Brother's price, per each 50c

Linen Collars

Cook's Paris Linen Collars—Custom-made and hand-laundered. Cook & Brother's price, per each, 6 for 25c; the dozen 50c

Unlaundered

Men's Unlaundered Shirts—Made with pretty open bosoms. Cook & Brother's price, per each 35c

Men's Unlaundered Shirts—Cut large and full; open back. Cook & Brother's price, per each 50c

Knit Jackets

Men's Cardigan Jackets—Of fine all-wool yarns, in assorted colors. Cook & Brother's price, per each $1.25

Men's Cardigan Jackets—Of fine all-wool yarns, in assorted colors; also in two-tone effects. Cook & Brother's price, per each $2.50

Men's Sweaters—Coat style; of fine all-wool yarns, in assorted colors; also in two-tone effects. Cook & Brother's price, per each $2.50

Men's Sweaters—Coat style; of fine all-wool yarns, in assorted colors; also in two-tone effects. Cook & Brother's price, per each $4.00

Flannel Shirts

Men's Blue Flannel Shirts—Of fine all-wool twilled flannel. Cook & Brother's price, per each 98c

Men's Blue Flannel Shirts—Imported all-wool twilled flannel; extra strong. Cook & Brother's price, per each $1.50

Men's Fine French Flannel Shirts—Of fine all-wool French flannel; in assorted patterns. Cook & Brother's price, per each 69c

Men's Fine Cashmere Shirts—Of fine all-wool cashmere; in assorted colors; with silk or unlaundered cuffs. Cook & Brother's price, per each, $1.50 and 98c

For Women, Misses and Children

A Grand Array of Unmatchably Low Prices in the Finest Kinds of Hosiery and Underwear

FROM THE COOK & BROTHER STOCK

Hundreds of the leading families of Philadelphia dealt exclusively with Cook & Brother. The women and children were regularly and completely fitted out there in hosiery and underwear, as each person made changes necessary. The Cooks had special connections with the leading makers that gave them the control of the first qualities and best designs. They rejected everything that did not come exactly to the highest standard set by them. You will be astonished at the values we have gathered for you. Couldn't begin to tell you about everything to-day, but these may give you a tolerable idea:

Women's Underwear

Elizabeth Dalton Swiss and Vests—They are pure wool, high neck long or short sleeves; also, all silk vests in heavy and medium weights. A complete line of American Hosiery Portals and Gauntlet Underwear. Cook & Brother's price $1.50, our price $1.98

Lisle Thread Vests—Low neck, with fancy lace yokes and shoulder bands. Cook & Brother's price 50c, our price 25c

Swiss Ribbed Wool Vests and Pants—Full gents fit white, natural and scarlet. Also, American Hosiery Co.'s well made and pretty, also silk vests, with long or short sleeves. Cook & Brother's high grade wool vests and pants. Cook & Brother's price $2.50 to $3, our price $1.00

Wool Underwear—Silk ribbon trimmed. Cartwright & Warner's "Extreme" in Vests and pants. All wool white vests in Queens and Norwood grades; high neck with long sleeves. Silk vests and tights. Cook & Brother's price $2.50 to $3.00, our price $1.50

Fancy Weight Merino Vests and Pants — Natural and white. Swiss ribbed wool. Cook & Brother's price 50c and 75c, our price 37½c

Fancy and Light Weight Underwear and Union Suits—Natural, gray and white wool vests and pants, also Australian Hosiery Co.'s white, satin and vests. Cook & Brother's price 50c to $1.00, our price 39c

Pure White Ribbed Vests—Or French hands; all sizes. Cook & Brother's price 25c, our price 18c

These garments for the 25c

Medium-Weight Underwear — Including cotton, lisle and wool vests and pants and tights. Cook & Brother's price 50c to 75c, our price 25c

Medium-Weight Natural Underwear and Union Suits—The vests have long and short sleeves; the pants come in ankle and knee lengths. Also cotton vests. Cook & Brother's price 50c, our price 35c

These garments for $1.00.

Hosiery for Women

Full Fashioned Imported Hosiery—Regular all over sizes, black cotton with split and white feet; Bellwright and white hosiery in black or gray stitch. Cook & Brother's price 50c and 75c, our price 25c

Imported Swiss Lisle Hosiery—Black and tan, with split feet; also fine black lisle, with split and plain feet effects. Cook & Brother's price 50c, our price 35c

Imported Lisle Thread Hosiery—With reinforced ankles and feet; also in fashion effects and colorings. Cook & Brother's price 75c, our price 50c

Imported Lisle Thread Hosiery—Extra fine, with reinforced ankles and feet; also in fashion effects and colorings. Cook & Brother's price $1.00, our price 75c

Imported Lisle Thread Hosiery—Extra fine, with reinforced ankles and feet; also in fashion effects and colorings. Cook & Brother's price $1.50, our price 98c

Imported Lisle Thread Hosiery—Embroidered clocks; also in fashion effects and colorings. Cook & Brother's price $2.00, our price $1.50

Imported Lisle Thread Hosiery—Embroidered clocks; also in fashion effects and colorings. Cook & Brother's price $2.50, our price $1.75

These garments for the $1.98

Paris Silk Hosiery—Plain black and black with colored clocks; also in evening shades. Cook & Brother's price $3 to $3.50, our price $2.50

Imported Full Fashioned Hosiery—Bellwright and pure white. Three-quarter and full length. Also Bellwright, in fancy stripes. Cook & Brother's price $1 to $1.50, our price 75c

Children's Underwear

St. Gaudens's Shrinking Garments—Merino and part wool; also ribbed cotton and mixed flannel garments. Cook & Brother's price 50c, our price 25c

Vests, Pants and Drawers—In merino, part and all wool. Also Harvard union suits and union suits in part wool. Cook & Brother's price 50c to 75c, our price 39c

Part Wool Vests, Pants and Drawers—In natural and scarlet. Cook & Brother's price 50c, our price 39c

Fancy Heavy Cashmere School Hosiery—Strong and elastic. Cook & Brother's price 25c, our price 18c

Imported Lisle Thread Hosiery—With reinforced ankles and feet; also in fashion effects and colorings. Cook & Brother's price 50c, our price 39c

Children's Hosiery

Fine Lisle Thread Lace Hosiery—Strong and elastic. Cook & Brother's price 25c, our price 12½c

Full Fashioned Heavy Black Cotton Hosiery—Fine, unbleached feet; all sizes. Also a few colors in boys' military ribbed hosiery. Cook & Brother's price 25c to 35c, our price 19c

Infants' Underwear and Hosiery

All Wool and Silk and Wool Shaker—Also soft wool vests, buttoned down the front. Cook & Brother's price 50c, our price 25c

Elizabeth's Silk and Wool Socks—Sizes 4 to 6 years. Cook & Brother's price 75c to $1, our price 50c

All Wool and Part Wool Hosiery—In fashion and heavy weight ribbed wool shade. The American Hosiery Co.'s goods. Cook & Brother's price 25c to 50c, our price 12½c

All Wool and Part Wool Hosiery—In fashion and heavy weight ribbed wool shade. The American Hosiery Co.'s goods. Cook & Brother's price 50c to $1.00, our price 25c

Gloves for Everybody

Just a few items of the wonderful underprices in the high-grade qualities from the

COOK & BROTHER STOCK

We let the gloves speak for themselves—they are here in tremendous variety! Have overflowed the regular department.

Men's Fleece-Lined, Elk Gloves—Strong and serviceable. Cook & Brother's price $1.00, our price $1.00

Men's Cape Walking Gloves—Tan shade. Cook & Brother's price $1.00, our price $1.00

Men's Cape Walking Gloves—Tan shade; also in black. Cook & Brother's price $1.00, our price $1.00

Men's Cape Walking Gloves—Tan shade; also in black; with fancy stitched backs. Cook & Brother's price $1.00, our price $1.00

25c to $1.00

Men's Automobile Gloves—Fleece-lined, full length. Cook & Brother's price $2 on 49c

Men's Automobile Gloves—Fleece-lined, full length; also in tan shade. Cook & Brother's price $2.50 to $3, our price 98c

Men's Fleece-Lined Kid Gloves—Tan and black. Cook & Brother's price $1.50, our price 98c

Men's Fleece-Lined Kid Gloves—In tan and black; also in Cape Walking Gloves. Cook & Brother's price $1.50, our price 98c

Men's Fleece-Lined Kid Gloves—In tan and black; also in Cape Walking Gloves. Cook & Brother's price $2, our price $1.49

Men's Fleece-Lined Kid Gloves—In tan and black; also in Cape Walking Gloves. Cook & Brother's price $2.50, our price $1.49

Children's Fleece-Lined Kid Gloves—In tan and black. Cook & Brother's price 50c, our price 25c

Children's Fleece-Lined Kid Gloves—In tan and black; also in Cape Walking Gloves. Cook & Brother's price 75c, our price 49c

Children's Fleece-Lined Kid Gloves—In tan and black; also in Cape Walking Gloves. Cook & Brother's price $1, our price 49c

Children's Fleece-Lined Kid Gloves—In tan and black; also in Cape Walking Gloves. Cook & Brother's price $1.50, our price 49c

Men's Fine Cashmere Hosiery—Spun silk; in assorted colors. Cook & Brother's price 25c, our price 12½c

Men's Fine Cashmere Hosiery—Spun silk; in assorted colors; also in fancy stripes. Cook & Brother's price 50c, our price 25c

Men's Fine Cashmere Hosiery—Spun silk; in assorted colors; also in fancy stripes; also in Bellwright. Cook & Brother's price 75c, our price 49c

The Handkerchiefs

Very Deep Price Cutting in the Thousands from the

COOK & BROTHER STOCK

Just one glimpse of these Handkerchiefs will show you that you must run right, will show you how wonderfully low the new prices are:

Women's Sheer Linen Handkerchiefs—Scalloped and hemstitched. Cook & Brother's price 12½c, our price 9c

Women's Handkerchiefs—With scalloped and hemstitched borders. Cook & Brother's price 12½c, our price 9c

Women's Handkerchiefs—With scalloped borders. Cook & Brother's price 12½c, our price 9c

Men's Handkerchiefs—With scalloped borders. Cook & Brother's price 12½c, our price 9c

Men's Handkerchiefs—With scalloped borders. Cook & Brother's price 12½c, our price 9c

Men's Handkerchiefs—With scalloped borders. Cook & Brother's price 12½c, our price 9c

LIT BROTHERS

FIG. 15

An advertisement that shows how the purchase of the stock of another store may be used as the idea for a general sale. The display is fairly good

McCARTHY'S | McCARTHY'S | McCARTHY'S | McCARTHY'S | McCARTHY'S | McCARTHY'S | McCARTHY

Mill End Sale

OPENS AT THIS STORE
FOR THE TWELFTH TIME

To-Morrow Morning at 8:30 O'clock

To-morrow we inaugurate our twelfth great and original Lockhart Mill End Sale—the sale that has been held in all the leading stores in all the largest cities of the United States, and that has never failed to attract the people of those cities by thousands and tens of thousands.

Victory has attended its successive repetitions in this store, and if preparation on our part and anticipation on yours count for anything this twelfth sale is bound to be the greatest of all.

It you were to see in one gigantic lot all the M Ends of piece goods sent here for this sale—all t short lines and odd lots of manufactured articles p chased for it—you would say we never could s them all in this city. But we can and we will. will make prices so low that nobody can res purchasing.

All the goods are not shown at one time—n lots are constantly being added—and it is only coming every day while the sale lasts that you sure not to miss some of the very best bargains.

It has been said that Napoleon's presence on a field of battle was equal to forty thousa men. It is impossible to compare this great Mill End Sale with the ordinary sale held at t ordinary store as to compare Napoleon with the average soldier.

Fifteen Minute Sales

9:00 to 9:15 A. M.
(Main Floor)
Children's Eating Bibs of fancy lined piqué, size of rubber. 25c and 37c value.
3c

9:30 to 9:45 A. M.
(Main Floor)
800 PAIRS FANCY HOSE SUPPORTERS, ALL COLORS. WORTH 25c PAIR. NOT MORE THAN TWO PAIRS TO A CUSTOMER, at
5c

10:15 to 10:30 A. M.
(Second Floor)
Child' White Guimpes, worth $1.00 to $1.98, 6 to 12 year sizes,
25c

11:00 to 11:15 A. M.
(Main Floor)
300 CAKES KIRK'S JAP ROSE SOAP at
5c cake

2:00 to 2:15 P. M.
(Second Floor.)
One lot of Children's Reefers, 6 and 8 year sizes, in blue, red and gray, were $5.00, $7.50 and $10.00,
98c

2:30 to 2:45 P. M.
(Main Floor)
200 PIECES VAL. LACE EDGES, 12-YARD PIECES,
At 2c

3:00 to 3:15 P. M.
(Main Floor)
Ladies' Rivet Waists made of percale small sizes only, were 25c and 50c, for
12½c

Short Lengths Carpets

These on Sale in the Basement

All wool samples, the 75c quality, 1 yard length 25c
Cotton Mat Wool and Granite 30c to 40c quality, 1 yard length 10c
Remnants All Wool Ingrains, 75c quality, in lengths from 2 to 10 yards . . . . . 37c yard
Remnants Ingrain, half Wool Dutch and Cotton 50c to 60c quality, in lengths of 4 to 12 yards (not sewed) separately for $1.25 to $3.50 . . . . . 40c yard
Remnants Axminster Borders, with Rugs to match, 3 ft. 6 in. by 3 ft. 6 in. for $1.50
Imported Imp Brussels Carpets, all the popular colors, were 75c for each
Carpets and Rugs
(Fifth Floor)

Axminster Turkish Rugs,
HALF PRICE
9x12 Smyrna Rugs, former price $18.00 for $10.50
9x12 Smyrna Rugs former price $27.50 for $15.00
All Wool Ingrain Carpets, the quality 50c for 39c
Body Brussels, best grades, short lengths, former price $1.50, for 79c

Wall Paper

For this sale we offer some fine GILT PAPERS. Reduced from 20c to 10c roll, 15c to 8c roll, and 10c to 5c roll.

We also have a quantity of nice GILT PAPERS in small lots, which we will close out at 2c roll.

And a line of INGRAIN BORDERS at 8c yard.

Mill Ends Wash Goods (Basement)

5,000 yards of LAWNS, BATISTES, DIMITIES and DOTTED SWISSES, worth from 12½c to 25c per yard. Mill End Sale Price . . . . . 5c yard
8,000 yards DIMITIES, BATISTES, ORGANDIES, MUSLINS and DOTTED SWISSES, all styles, all colors, both light and dark. These goods have sold up to 50c per yard. Mill End Sale Price . . . . . 10c yard
8,000 yards of one of our latest purchases in DIMITIES, LAWNS, Lace and Satin Stripe BATISTES, and, in fact any and all of 25c and 29c qualities, an elegant assortment all to End Sale Price . . . . . 15c yard
On our Bargain table we will offer
7,000 yards of GALATEAS, Light and Dark PERCALES, MADRAS GINGHAMS and BLACK SATEENS, worth from 12½c to 16c per yard. Mill End Sale Price 6½c

Mill Ends Cottons (Basement)

6,000 yards of Best Unbleached Yard Wide SHEETING, worth 8c yard. Mill End Sale Price 5c
8,000 yards of Best Unbleached Yard Wide SHEETING, worth 10c yard. Mill End Sale Price 7½c
4,000 yards of FRUIT OF LOOM, known to be the best bleached cotton sold at 10c yard. Mill End Sale Price 7½c

Mill Ends Ginghams and Prints (Basement)

8,000 yards of Best APRON GINGHAMS, worth 7c yard. Mill End Sale Price 5c
8,000 yards of Best CALICOES, worth 7c yard. Mill End Sale Price 4½c

Not a day during this sale but will be full of surprises in our basement. Some of these will take the form of five to fifteen minu sales, when new, desirable merchandise will be fairly given away. Others may be sought for among the regular lines of goo

Notions

Black and Colored Sewing Silk, ... 3c
600 yards Basting Thread, worth 5c 2c
Hair, amber and black Bone Hair Pins, worth 10c dozen 5c
Colonial Wire Hair Pins, worth 5c box 3c
Shoe Buttons and Thread, worth 5c box 3c
Color Foundations, black and white, worth 10c 5c
Fancy Silk Hose Supporters, all colors, worth 50c and 75c pair 25c
Fancy Ruffled Side Hose Supporters, all colors, worth 25c per pair 12½c
Light Weight Bonnet Dress Shields, worth 15c size 2 and 3 . . . . . 9c per 7doz per dozen
Small Tie Cubes, black and colors . . . . . 3c each
Lot Colored Darning Cotton, ... 1c
Good American Pins 1c
3c paper 15c dozen
Dressmakers' Tape Measures, 3 inc 1c Wide, 60 inches long, worth 10c or 12c each 1c

Jewelry

15c, 19c and 25c Brooches, Link Cuff Buttons, Fancy Barrettes, very pretty novelty jewelry found at Hart Stores 10c
Lot odd Jewelry consisting of Link Cuff Buttons, Brooches, Hair Pins, Belt Pins, Scarf Pins, Stick Pins, Fancy Belt Buckles every one was 25c all at 9c
Lot Ingrain Tapestry Cuff Buttons, latest Novelties, Brooches, Neck Pins, Scarf Pins, Hair Pins, Stick Pins, were 50c to $1.00 All at 10c
Imported Imp Enamel Cuff Buttons, all the popular colors, were 25c 10c each

White Goods, Toweling and Table Linen

36-inch figured CURTAIN SCRIM, 12½c value, for . . . . . 9c a yard
36-inch heavy INDIA, short lengths, 20c value, for . . . . . 10c a yard
36-inch INDIA, very fine, short lengths 25c value, for . . . . . 15c a yard
10c grade White LAWN . . . . . 5c a yard
36-inch INDIA, 25c grade for . . . . . 12½c a yard
42-inch INDIA, 10c grade for . . . . . 10c a yard
36-inch SILK MULL . . . . . 25c a yard
3-in and 4-in Persian Lawn for . . . . . 25c a yard
$1.00 and $1.25 LINENS, 20in, 23in, 27in, 31in, 36in, $1.00 every yard a bargain out of the usual 89c
Remnants, one to three yards of CRASH . . . . . 10c to 25c grades, at . . . . . 6c to 7½c a yard
Check CRASH . . . . . 5c a yard
One lot Colored SPREADS, 2½ to 3 yards long, were $2.00 to $4.00 each at . . . . . $1.00 and $2.00
TRAY CLOTHS and LUNCH CLOTHS, assorted patterns, were 75c and $1.00 each . . . . . 49c and 69c
Short lengths, 1½ to 3 yards, in TABLE DAMASK, 58c to $2.00 grades, at 39c to $1.00 a yd
72-inch Pure BLEACH DAMASK, worth 98c a yard 79c
Extra values in TOWELS at . . . . . 10c, 19c, 25c and 39c
One lot DAMASK TOWELS worth 25c and 35c, 17c
25½x42-inch Crepe TOWELS, 20c value at 12c

Great Values in Silks

40 pieces of Silk and Satin FOULARDS in colors, Sold for $1.00, $1.25, $1.50 and $2.00 a yard 59c
One lot Blue and White and Black and White Satin Dot FOULARD, New this season. Sold for 50c and 75c yard 49c
About 5,000 yards of FOULARD, blue and black, polka dot also colors. Sold for 50c and 69c. 29c
One lot of new Washable LACE STRIPE SILKS in pink, blue green and white. Real value 59c. 35c
250 yards of White Fancy STRIPED TAFFETA, new for Spring. Sold for 75c. At a yard over 50c
Small lot short lengths, 2 to 10 yards black CREPE De CHINE, 24 inches wide. Sold for $1.00 and $1.25 . . . . . 59c
64-inch Black SILK GRENADINE; new patterns in stripes. Sold for $1.00 a yard 69c
5 pieces of new Lace SHANTUNG. Real value $1 . . . . . 69c
2,000 yards of WASHABLE SILKS, cords and polka dots, white and colors. Sold for 49c and 59c yard 25c
1,000 yards of new BROCADE TUSSAR SILKS. Sold for 39c yard 25c

Laces

10,000 yards Torchon Lace Edgings and Insertions 1c
Sample pieces Torchon Laces, in white, patterns, insertions and edges 1c
Two more manufacturers' lines of Point Lace, 3 yards in each piece 5c
Lot sample pieces white and ecru, all-over patterns, medium and fine, some matched sets, just right for trimming wash dresses, worth from 10c to 19c, now 5c
New medium and wide Torchon Band Insertions, Edges and Galloons, were 10c to 15c, now 5c
Lot sample pieces white and ecru, all good patterns, were 15c to 25c, 10c
Imported Fine Embroidered Flouncings, some silk and some all linen, were $2.00 to $3.00, now 98c
Point de Paris Lace Allovers, in cream and white, worth 75c to $1.00 . . . . . 49c

Ladies' Neckwear

New Washable Stocks, large variety of patterns worth from 25c to 39c 19c
Lot sample Yoke Lace Tucks, Colors were 25c 10c
500 Lace Collars, two different styles worth 50c to 75c 25c
Lot stylish tucked revolver ties and ascots 25c
Lot sample Lace Ties, worth up to 75c, ... 25c
The English canvas tweed Collars, all new, were 15c each 10c

Umbrellas and Parasols

One lot Ladies' Fine All Silk Taffeta Umbrellas, gloria tops, fancy handles, in green, blue, cream, black with white borders, were $3.00 to $4.00, now $1.98
50 Parasols in white black, blue and red fancy colors, values up to $3.00, but sold for $2.00 and $4.00 Mill End price $1.00

Sample Line Leather Goods

Three leading manufacturers of leather goods contribute to this great Mill End sale all their sample lines and odd dozens of Wrist Bags, Chatelaine Bags, Purses and Pocket-books. Some we got for a third and some for a fourth of the original price, which means that many wonderful bargains are to be picked up during the next ten days.

Lot Purses, Bags and Pocketbooks in black and colors, value 25c 5c
Lot Wrist Bags, Chatelaines and Purses, large variety, all styles, worth up to 50c 10c
Lot Purses, Pocketbooks, Wrist Bags and Chatelaines in black and colors, worth up to 50c . . . . . 19c and 25c
Real Seal and Alligator Purses, Wrist Bags and Chatelaines all samples worth up to $1.00 39c
Extra fine Wrist and Cartridge Bags in black, tan, grey and brown, with gilt and gun metal frame some plain and some studded worth $1.00 and $1.25 64c
Assorted Cartridge Bags, Wrist Bags and Chatelaine Bags, in all the fashionable materials, worth $1.49 and $1.75 98c
Small lot samples of fine Alligator and Seal Chatelaine Bags, some plain some with beautiful hand enamel frame with patent mesh. All book worth from $2.50 to $4.00 each . . . . . $1 and $1.50

D. McCarthy & Sons

A two-page advertisement, fairly well displayed. Note the strong mill-chimney illustration and the 15
This kind of sale was at one time very popu

OUR.... TWELFTH Mill End Sale Opens To-Morrow

Mill Ends Ribbons

Thousands of yards all silk satins and plain taffeta Moire and fancy Ribbon Remnants—½ to 2 yards—worth up to 39c a yard, from.....1c to 29c a strip

One lot 3-inch all silk wash Ribbon, all popular shades, worth 15c yard..... .....9c yard

One lot 19 yards all silk spool ribbon, pink, blue and white, worth 15c.... .....5c a spool

One lot 3½, 4, 4½ and 5-inch all silk, plain and satin, taffeta and fancy ribbons, worth 17c, 19c, 21c and 25c yard..... 12½c, 15c, 17c and 19c a yard

One lot 6-inch all silk Louisine Ribbon, worth 33c yard, for..... .....21c yard

One lot 6 and 7-inch fine imported Taffetas, Pompadour and Moire sash ribbon, worth 59c and 75c yard ....29c and 39c a yard

Curtains, Upholsterings, Art Goods and Stationery

50c and 75c WINDOW SHADES, mitch mitred, for..... .....39c each

1,000 yards White Ruffled INSERTION CURTAINS with pretty corded borders, for..... .....30c a pair

EXTENSION ROUGH for Curtains, 15c kind for..... .....9c each

Tapestry and Silk Damask for two stairs runners in a pattern, for two stairs..... .....59c ON THE DOLLAR

All of PAPER AND ENVELOPES, each sheet of paper and envelopes bearing a Syracuse view, 12 different views to box..... .....25c a box

PILLOW TOPS worth from 15c to 25c, for..... .....10c and 15c

Stove scarf PILLOWS at greatly reduced prices.

PILLOW CORDS AND TASSELS, regular 35c and 39c quality, for..... .....25c and 19c

TABLE CLOTHS, regular 75c kind, 2 for..... .....75c

Some odd patterns of CHINA SILK at HALF REGULAR PRICE.

Some odd patterns of 12-in. SILK GLOVE for..... .....79c a yard

2,000 yards of SCRIM for Curtains at..... .....3c a yard

All odd lots of WHITE GOODS, CANTONNE, BIRKOLINE and CURTAIN MUSLIN at LESS THAN HALF PRICE.

McCARTHY'S special FOUNTAIN PEN, a perfect inkstand pen, guaranteed to write 6 months, 25c

Initial STATIONERY, always sold at 25c a box, to close out at..... 10c

Millinery

A variety of different shapes of CHIFFON HATS in white and black, very special at 98c each.

Special values in Ladies' SAILOR HATS, newest shapes, 25c and upwards.

All TRIMMED HATS to be sold at half the price they are marked during this Mill End Sale. A wonderful bargain in SUNDRIES, FLOWERS—all new goods.

Boys' Clothing

Boys' WOOL SUITS, sailor, Norfolk and double-breasted suits. Worth $6.98 to $8.98..... .....$4.98 to $6.50

One lot Boys' Double Breasted SUITS at..... .....98c

One lot Boys' SUITS, worth $3 and $4, at..... .....$1.50

Boys WAISTS, worth 25c, for..... .....10c

Boys' CAPS, worth 25c for..... .....10c

Boys Washable PANTS, worth 25c, for..... .....10c

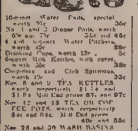
Boys' White Duck Sailor WASH SUITS worth $1.50..... .....89c

Boys' WASH SUITS, worth 98c, for..... .....59c

Boys' WASH SUITS, worth 50c, for..... .....39c

Big Purchase of Housefurnishings

Enamel Ware, Etc.



10-quart Water Pails, special at..... .....39c

Nearly 100 Dozen Pans, worth 30c, 40c and 50c, for..... .....19c

4 and 6 quart Deep Pudding Pans, worth 25c..... .....12½c

Dishing Pans, worth 12c..... .....5c

Square Milk Kettles, with cover, worth 25c..... .....12½c

Covered Pail Cuspidors, worth 10c..... .....3c

Nos. 8 and 9 TEA KETTLES, nearly imperfect, $1.14 and $1.24, to close out every other one at..... .....59c

Nos. 12 and 13 TEA OR COFFEE POTS, worth respectively 75c and 89c. All 3rd floor prices..... .....39c and 49c

Nos. 24 and 26 WASH BOILERS, worth respectively 42c and 51c. All 3rd floor prices..... .....29c and 35c

60c and 75c Wicker CLOTHES HAMPERS at..... .....39c and 49c

75c Folding CLOTHES DARS at..... .....49c

$3.50 WRINGER and Stock regularly sold at..... .....$2.79

25c IRONING BOARD and Standard at..... .....15c

One lot Boys' Sailor Blouse WAISTS, with detachable collars and cuffs, laundered and ready to wear, 50c, $1.10, $2 and $3.50, to close out at..... .....One-half price

One lot Boys' All Wool Blue Serge Knee Pants, sizes 3 to 10 years, worth 50c, for..... .....25c

One lot Boys' Knee PANTS.....19c

One lot Boys' Knee Pants in good patterns, former price 75c, for..... .....39c

One lot Boys' WASH SUITS, all of good Pleasing styles, sizes 3 to 10 years, former prices 97c, $1.25, $1.48, $1.69, $1.89 and $2.50 (broken lots), are to be sold at one-half price. One-half price

SUMMER FLOWERS—all new goods.

Mill End Sale Dress Goods

Some of the season's best offerings of Dress Goods may be procured at this sale for one-half and one-third of real value—Voiles, Mistrals, Suitings, etc. Beside the following list, representing some unusual values, we will offer from time to time during the entire sale special lots of choice lines of Etamines, Twine Cloth, Mistral, Voiles and other high-grade dress stuffs at such low prices that people will wonder how we can afford to mark them in this way. At no other time except during the Mill End Sale would it be possible to make prices so low. Every day is none too often to attend this sale if you are looking for the rarest kind of bargains

60c and 59c all wool Challis. Mill End sale price..... .....25c pr

20 pieces of two tones Voiles worth 69c yard. Mill End sale price..... .....39c

10 pieces of all wool Suiting, navy and white and black and white, worth $1.00 yard. Mill End sale price..... .....50c

20 pieces of all wool Mistral and Basket Weaves worth 75c and 69c yard. Mill End sale price..... .....39c

25 pieces of all wool figured Black Goods, worth 69c and 59c. Mill End sale price..... .....39c

40 pieces of all wool goods in all leading styles and colorings, sold up to $1.50 a yard. Mill End sale price..... .....89c

6 quantity of all wool Mistral in green, navy, brown and blue, worth 75c yard. Mill End sale price..... .....39c

All of this season's Imported Dress patterns, black and colors, most of which are exclusive with us, and the most handsome line we have ever offered. We hold forty-nine styles in all at..... ONE-HALF PRICE

All imported and remnants of Black and Colored Dress Goods, in all desirable weaves, will be offered in this sale at..... ONE-HALF PRICE

10 pieces each of navy and black all wool Cheviot, 36 inches wide, worth $1.00 yard. Mill End sale price..... .....59c

10 pieces each of navy and black Mohair Brilliantine, 36 inches wide, splendid value at 39c yard. Mill End sale price..... .....25c

Lord & Taylor's Samples Ladies' Hose

Again we have the pleasure of offering to the ladies of Syracuse and vicinity their pick from Lord & Taylor's sample line of hosiery. Previous experience has proved just what splendid values this particular line of samples presents—high-grade hosiery from one of the best known houses of the United States. The chance to choose at about half price is one sure to attract delighted crowds of customers.

Lord & Taylor's agents' samples of Ladies' Hose, all imported now patterns, fancy and plain, in open work, clocks, Ladies' Fine Black Lace Lisle Hose, Lisle Tops, with silk embroidered fronts, Ladies' Fancy Striped and Figured Hose, Ladies' Lisle Thread Toe Hose, all sold at 50c and 75c pair. Mill End price..... .....25c

Lord & Taylor's agents' samples of Ladies' Black Lisle Thread, fancy silk embroidered, also stripes and figures, would sell for 75c and 89c pair. Mill End price..... .....39c

Ladies' Black Lace Hose, Lisle finish, with fancy extract stripes and dots, scalloped tops and black, real 25c hose. Mill End price..... .....12½c pair

Ladies' Black Lace Hose, new fancy lace patterns, seamless, at very sold for 19c. Mill End price..... .....10c pair

Ladies' Plain Black Hose, seamless, fast black, full fashioned, good value for 15c. Mill End price.....9½c

Boys' Heavy Ribbed Hose, black, seamless, always 10c pair. Mill End price..... .....7½c

Embroideries

Lot sample pieces Swiss, cambric and Nainsook Allovers, pretty open work patterns, worth 75c and $1.00 yard, at..... .....39c and 49c yard

Wide, beautiful Cambric Edges, worth 39c yard

Lot sample pieces Swiss, Cambric and Nainsook Edges, in beautiful patterns, some blind and some 3-in open work, worth up to 19c yard

Lot fine cambric and Swiss Allovers, beautiful patterns, slightly counter soiled, the $2.00 ones for $1.00, the $1.00 ones for $1.50 and the $4.00 ones for $2.00.

Sheet Music

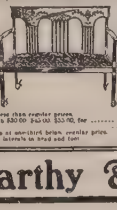
During this Sale we offer in our Music Department, Tabernacle: Sousa's Kentucky Colonel, March. Blue Ribbon, March. Dandy Seventh, March. Dixie Brigade, The Great Ruby, March and Two-Step; and several other popular pieces. All at

5c

Our Great Shoe Sale

Will continue throughout the Mill End Sale. LADIES,' MISSES' and CHILDREN'S SHOES, OXFORDS and SLIPPERS, made by prominent manufacturers, including some of the Sorosis factory rejects, may be purchased for about half price.

Undermuslins and Children's Wear



GOWNS of good muslin, high-neck, ruffle yoke and sleeves, 39c and 49c, worth 59c

Fine Muslin Gowns lace and embroidery trimmed, worth 69c..... .....50c

5 pretty styles gowns, readymade, Nainsook and muslin, long or short sleeves, lace and embroidery trimmed, worth $1.00..... .....79c

18 styles of the very daintiest Gowns we have ever shown, all are shapely, worth $1.25 and $1.50..... .....$1.00 and $1.25

CORSET COVERS a pretty variety, ready-made, Nainsook and muslin, worth 39c..... .....25c

8 styles Corset Covers, tight fitting and full, worth 50c..... .....39c

6 styles Corset Covers, worth 75c..... .....50c

DRAWERS in two styles, lace trimmed and with tucked ruffle, worth 39c..... .....25c

Other infants' and children's UNDERWEAR at..... .....HALF PRICE

SKIRTS of muslin, with deep flounce trimmed with lace, worth 59c..... .....39c

Other special values in Skirts, gen-erously cut, well made and prettily trimmed in lace or embroidery, worth 79c, $1.00 and $1.39..... .....59c, 79c and $1.00

LONG KIMONOS, linen, blue, pink or black with white stripes, white with border, all sizes, worth $1.25..... .....89c

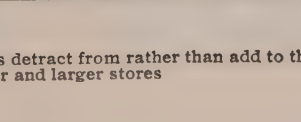
CORSETS in odd styles, all sizes, worth 50c..... .....25c

DRESSING SACQUES of white and fancy striped ecru, worth 50c..... .....39c

CHILDREN'S COATS AND DRESSES of linen and percale sizes 1 to 6 years, slightly soiled, worth 75c to $2.00..... .....50c, 59c, 79c, 98c and up to $3.98

CHILDREN'S DRESSES of Nainsook, tube of trimming in-sertion, hemstitch edging, sizes 6 months to 3 years, special at 25c

Fifth Floor Bargains Furniture, Go-Carts, Pictures



One extra stock of Couches of 1-3 new chair regular prices. Special Mill End Sale Price..... .....$16.50, $20.50 and $28.50

Odd lots of Parlor and Library Suits, worth $30.00 for $15.00, for..... .....$20 and $24

All Stained and Passepartout Pictures at one-third below regular prices.

Bow Foot Brass Bed, 1½-inch Post, extra heavy, worth $25.00..... .....$16.50

Ladies' Suits, Coats, Etc.

1 lot of Ladies' Tailor made Eton Jackets of Cheviots and Broadcloths, some strapped, some plain, worth $15.00. Fine..... .....$4.85

Ladies' Tailor made SUITS, made of best quality Cheviot Brilliantine and Venetian black, blue and Oxford, originally sold at high as $27.50 and $30.00. Fine..... .....$7.50

Ladies' SUITS, stylish tailor made, some silk lined through out black, blue, brown, mixed Cheviots, Cassimir Broadcloth and Venetian, $37.50 to $50.00. Fine..... .....$10

Ladies' Cloth and Lace CAPES in black, worth $10.00, $12.50 and $15.00. Fine for $6, $12.50 and $15 A lot of Ladies' Capes, black and colors, beautiful in cheviots, satin and silk, some lace and jet trimmed, garments originally sold at $15.00, $18.00 and $20. Fine..... .....$7.95

Ladies' Silk Waists, made of all of good quality blacks, in Organdies, Taffetas and Peau de Soie, regular $5.00 at..... .....$1.98

Ladies' SKIRTS made of Linen Cloth, Piques and Duck, worth $1.00 to $1.50. Fine..... .....79c

Ladies' SKIRTS, made of Mohair Brilliantine, worth $3.00 and $3.50 and $4.00 and $4.50 and $5.00 and $7.50 marked to $2.50, $3.00, $3.50, $4.00 Prices are..... .....$2.95

Ladies' SILK SKIRTS, made of Taffeta and Peau de Soie, in all the leading shades of navies, greens and blacks, regular $7.98 at..... .....$3

Ladies' SILK WAIST SUITS made of fine Taffeta Silk and Lawns, neat patterns and colorings, worth $5.00 and $6.00. Fine..... .....$2

Ladies' SILK WAISTS, made of striped Taffeta Silk and white, black and white, worth $3.00. Fine..... .....$1.50

Ladies' PETTICOATS, plain black and changeable, also fancy colors, good value at 79c. Mill End Sale..... .....47c

Ladies' WRAPPERS in Percale and Lawns, light and dark colors, were $1.00 and $1.25. Fine..... .....89c

Handkerchiefs Half Price and Less

We always sell thousands and thousands of Handkerchiefs at our Regular Mill End Sales, and we have secured some very great bargains for this particular occasion. For example:

Ladies' Pure Irish Linen Handkerchiefs with block hems. These have a slight imperfection, only a friend would notice it, worth 10c each. The 1-quarter would sell regular all the time. Mill End Sale Price..... .....7c

Ladies' very fine Sheer Cotton Handkerchiefs with lace edges. Mill End Sale Price..... .....5c

Agents' samples of Ladies' fine linen Handkerchiefs, hemstitched and scalloped edges, these are samples of the finest and the handkerchiefs. Mill End Price..35c each

Men's Fine Cotton Handkerchiefs, plain white and with colored borders, 12½c quality. Mill End Price 10c. 25c quality, Mill End Price..... .....15c

Ladies' fine Cotton Handkerchief, with fancy lace edges, three sizes 10c value. Mill End Price..... .....5c

Men's large size Japanese Silk Handkerchiefs, with hemstitched borders, in navy and white 12½c and 15c. Mill End Price..... .....9c each

1c CHILDREN'S COLORED BORDER and COLORED CENTER HANDKERCHIEFS. Mill End Sale.

Gloves

1 lot of Ladies' Kid Gloves, Oscar and Reutlinger make, small sizes, $1.50 and $1.98 quality. Mill End Price..... .....$1

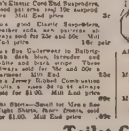
1 lot of Ladies' Golf and Driving Gloves, Lisle Thread, with Mocha finish, $1.00 quality. Mill End Price..... .....49c

1 lot of Ladies' Kid Gloves, Oscar and Reutlinger make, small sizes, $1.50 and $1.98 quality. Mill End Price..... .....98c

1 lot of Ladies' and Children's Gloves, Lisle Thread and Lace effects, 25c quality. Mill End Price..... .....12½c

Men's Furnishings

Men who know this store are well aware that our Mill End sales offer as rare opportunities for them as for the women. In this twelfth great sale we have made such extensive preparations in our men's department that almost every kind of furnishings can be procured at a saving—Collars, cuffs, shirts, underwear, etc. Underwear will be our usual standard—prices are only made possible by the great quantity buying which is the rule of this sale.



About 100 dozen Men's and Boys' Negligee Shirts, Madras and Percales, neat line patterns or work per; this early season sale price, each..... .....39c

About 1,000 pairs Men's Stout Cotton Socks, worth 10c and 12½c per pair. Mill End price..... .....5c pair

Men's Fine Lisle Cuffs, all shapes, worth 25c per pair. Mill End price..... .....12½c pair

Men's 25c Linen Collars, all styles, turn down stretched and wing collars. Mill End price..... .....8c each

Toilet Goods

Odd lot Imported PUFF BOXES, worth from 15c to 50c each, for..... .....10c each

Very fine VANILLA EXTRACT, Imported TRIPLE EXTRACT, all the best odors, worth 25c a bottle..... .....16c

Lot Sapolio, Sea, Pure Bristle TOOTH BRUSHES worth 15c to 25c each, for..... .....8c

Package Complexion POWDER, was 10c box..... .....5c

Lot of Tooth, Hair, Bristle and NAIL BRUSHES worth 50c each

. The rules under the panel headings detract from rather than add to the display. Read the opening talk. as been dropped by most of the better and larger stores

D. McCarthy & Sons

The advertising manager should have these past sale figures in mind and should in all cases try to meet them. But he will probably find it harder and harder each year to do so with a purely arbitrary sale based on no real reason beyond this desire to equal a past performance. Far better results can be obtained by searching through the departments for real bargains, fewer in number, perhaps, but better in fact, and then pushing these on their actual merits.

In every case, when a real reason exists for a general price cutting, it should be used with vigor. The general sale, properly explained and properly advertised, is a powerful weapon and the advertiser should always be on the watch to profit by it.

DEPARTMENT SALES

36. Reasons for price cutting in certain lines of goods occur frequently and these **department sales** are of almost daily occurrence in all large stores. Some of these sales have become regular annual or semiannual events. Following are given some of the chief department sales.

37. Muslin-Underwear Sale.—The *muslin-underwear sale*, which originated with the Bon Marche, of Paris, has now become a semiannual fixture with practically all large American stores. It is timed to meet the dull months of January or February and June or July. The reason for the underpricing is large preparation and large purchases from manufacturers at a time when they are not normally busy.

38. Furniture Sale.—In department stores that carry furniture, **semiannual furniture sales** occur in February and in August. The furniture sale is based on exactly the same reasons as those which underlie the muslin-underwear sale.

39. House-Furnishing Sale.—In March or April and September or October, **house-furnishing sales** are conducted. Strictly speaking, the house-furnishing sale is seldom a sale in the usual sense, as the price cutting is not often made very prominent. It is often a purely advertising effort

to draw attention to the house-furnishing lines at the seasons when such goods are most in demand. It is a seasonable movement, as opposed to the muslin-underwear, the furniture, the August-blanket, the midsummer-fur, and other sales that are distinctly unseasonable but rely on their underpricing for success.

SEASONABLE SALES

40. It has been explained that the most successful stores are working away from all except a few of the regular-sale ideas; and are holding to these few regular sales partly because there is a real reason for their continuation and partly because they are recognized by the public and money is often saved in anticipation. This explanation should be kept in mind in reading the following outline of monthly sales. Some of the ideas should prove suggestive, while some of them have been greatly overworked in many cities and will prove of little value except in communities where they have not been used to excess. The January white-goods sale, for example, is no longer carried out by some stores, because of the fact that nearly all department stores do the same thing and the competition is too strong for the sale to be the success that it was in former years. Moreover, this sale conflicts to some extent with the important clearance effort.

Neither should the following outline of sales be taken as encouragement to overdo the bargain-sale idea. The danger of this has already been pointed out.

41. January Sales.—January, coming right after the holidays and being the first month in the year, is with some stores the month taken for inventory (February and August are, however, the inventory months with most large stores). Before taking a January inventory, every effort is made to reduce the stock through a **January clearance sale.** At no time of the year has the department store a greater incentive to disregard profits. After the holiday rush, there is likely to be a prolonged stagnation of trade. The people are tired of shopping and they have probably spent most of

their shopping money. Nothing but heavy advertising of unusual bargains will draw the shoppers from their homes and the money from their purses. Then, too, in beginning a new year, it is desirable to close out all old stock, or goods that will soon become unsalable or out of style.

This sale also appeals to the provident—those with gift money to invest; and there are a number of persons that buy articles at this season to be used as gifts throughout the year, because such articles can then be purchased at low prices.

42. Advertisements for this general clearance sale are most frequently of a catalog or price-list character, although some of the most successful sales of this kind have been advertised only by sweeping generalities, like "All toys at half price," "All clothing one-third under price," "All fancy goods at actual cost," with no "detail" at all. Bold headlines and strong opening talks of heavy cuts in prices are in order. The style of display and illustration should be varied as much as possible throughout the sale. The advertisement should give live but brief descriptions of the various items, with comparisons of the regular and the marked-down prices. Each advertisement should be new and fresh in appearance and in copy. The amount of space devoted to each department depends on circumstances. If the store is a large one, and the sale is planned to last two weeks or more, it will probably be advisable to make a leading feature of a different department each day. For instance, on one day a third of the space might be devoted to china and the remainder to eight or ten other departments. On the next day, china could be relegated to the rear, and one of the other departments given first place. If the store is not large and the sale is to last only a few days, it will probably be better to list all departments in each issue, changing the make-up and items every day. If the sale is to start on Monday, it will be advisable to insert the first large advertisement in the Sunday papers, and unless competition is likely to be encouraged thereby, it will pay to run an

announcement of the approach of the sale for two or three days previous. Such an announcement might be displayed in a space of 6 or 7 inches, double column, or it might take the form of paid reading notices scattered throughout the news items of the paper. This preliminary advertising is of value in preparing the people for the larger announcements to follow, and it also gives them opportunity to save money to spend at the sale.

43. The **annual white sale** has for many years been a strong feature of department-store January advertising. People have been taught to expect this sale in January, and it furnishes an excellent stimulant for this dull business month. The white sale either follows immediately after the January clearance sale or is run in connection with it, being pushed to the front as soon as the clearance sale begins to weaken.

During the white sale, special prices are quoted on sheeting, table cloths, napkins, bureau scarfs, handkerchiefs, ladies' muslin underwear, shirt waists, men's shirts, collars, cuffs, etc. Window and counter displays, and the style, setting, and illustration of the advertisements should harmonize with the "white" idea.

Because there is no special reason for buying white goods in January, their sale must be forced by price inducements. Heavy cuts in prices need be made in only a few lines. These will serve as leaders to draw the crowd to the store. The displays and the salespeople will effect the proper volume of sales in all the various lines.

44. Every well-managed clothing department makes great efforts to reduce its stock of winter clothing during January by having a **January clothing sale.** Manufacturers of clothing are also eager at this time to dispose of their surplus, unsold production. The result is that January has become a month in which clothing advertising is perhaps the most prominent of all, and it is one of the most active months of the year in actual business done.

The argument for January business is, of course, the reduced price at which the clothing is sold. A great deal of the ammunition for clothing sales in the larger cities comes from special purchases from manufacturers, who often make extraordinary price concessions to clean up their overproduction. The store that is in a position to "snap up" these offers can sell the clothing at a very low price and still make its usual profit on the transaction. When special purchases are not made, the clothing offered is the regular stock of the department reduced in price as much as necessary to sell it. The heaviest cuts are usually made in the higher-priced clothing, as profits are largest in such grades.

Some of the very best department-store advertising that is done in the United States today is shown in the various announcements of January clothing sales. These announcements should be sharp, strong, and convincing, and as the time available for disposing of winter clothing is very short, it is usually wise to make liberal use of space in advertising the sales.

The advertising should begin with the best-grade clothing, and should continue from day to day with the lower-priced grades, with the boys and youths' clothing especially displayed in the advertisements of Friday night and Saturday morning. The sale should close with an offer of all the odd lots and broken sizes at the lowest prices of all.

45. Sales of office furniture and commercial stationery usually occur in January, as this is the month in which changes in firms and organizations are most common. Winter underwear and hosiery, men's winter neckwear, gloves and mufflers, canned goods, preserved meats, etc. are all lines that may be moved in subsidiary sales. Few sales are of sufficient importance, however, to warrant the use of all the newspaper space for their exclusive exploitation. The chief reason for this is that it is necessary to attract continuously a great number of persons to the department store each day. A certain number may be interested in the clothing sale, but that will only keep the clothing

department busy. There will not be enough transient trade for all the other departments; therefore, the advertisement should contain items that will draw the trade of those not interested in clothing. No definite rule or policy can be adopted in this matter.

46. February Sales.—There is no sharply defined line between January and February sales, as a great deal depends on the weather and trade conditions. For instance, the annual white sale might easily extend into February. If the January clearance sale is so successful as to last until February 1, several of the minor sales that are usually run in January may be carried over into the next month. In the hands of an ingenious advertising manager, the special-sale idea is flexible enough to conform to any condition of business or of the weather.

In the month of February, a final effort is made to dispose of any strictly cold-weather stock left on hand, through a "winter clean-up sale" or a "February mark-down sale." Any strong title will answer the purpose. The descriptions and prices sell the goods. A good point to remember is that it is not the size of type in which figures are printed, but the *prices* that these figures represent that sell the goods.

47. The **semiannual sale of furniture** is an important event that usually takes place in February. The advertisements of such sales should be well illustrated with cuts of desirable pieces. This sale is not usually run as a clearance or a sacrifice sale. The department-store method of buying and selling keeps its prices on all grades of furniture lower than those of the ordinary retailer, yet it is doubtless good policy to make leaders of some low-cost articles by offering them at a sacrifice. Low grades of iron beds, lounges, dining-room chairs, Morris chairs, bedroom sets, tables, etc. can be bought at very low prices from factories that specialize on these classes of goods. When sold at cost or at less than cost, such goods make strong talking points and draw trade for regular-priced goods.

48. March Sales.—March is a between-seasons month. "Winter lingers in the lap of spring," the weather varies from warm to cold, and nature and the department-store stock are in a state of transition. Any winter goods that remain unsold are offered at a great sacrifice or are stored away to make room for the daily arrivals of spring goods. The first half of the month is usually devoted to various small sales lasting a day or two each. Then follow the great spring openings. Some stores have a general grand opening day for all lines of goods; others have a special opening day for millinery, another for women's suits, another for men's suits, then spring dress goods, shoes, men's furnishings, etc. These openings are important events. They mark the beginning of the lively Easter trade, which is second only to the brisk business of the holiday season. They are characterized by the use of large space and lavish store decorations. Big stores run announcement advertisements, often as large as a page, that merely extend invitations to the public to attend their annual spring opening. Artistic and striking illustrations prevail in such announcements, representing Easter lilies, angels, Parisian belles, etc. The day before the opening, large space is used—sometimes a double page filled with artistic illustrations and glowing descriptions of charming hats, shimmering silks, stunning gowns, and dainty lingerie. The newspaper advertising does not follow the style of bargain-sale advertisements. Price is for the time being relegated to second place, and quality reigns supreme. The newspaper announcements are frequently supplemented by dainty cards of invitation sent to selected lists of names, by street-car advertisements, etc. As the spring opening takes place about three weeks before Easter, millinery and dress goods are the chief attractions. Women flock to see the new-pattern hats and imported gowns, and the sales in milliners and dressmakers' materials reach the maximum.

Small special sales are run in connection with the spring-opening advertisements, such as corset sales, shoe sales, clothing sales, etc. But prices are fairly well maintained on

all the leading lines until perhaps one or two days after Easter, when goods that are likely to depreciate in value are offered at a sacrifice.

All through this opening season, the advertisements should be varied in appearance and contents as much as possible. Special features, such as demonstrations, recitals, exhibitions of paintings, presentation of souvenirs, etc., frequently aid in maintaining a steady flow of customers to the store. Figs. 17, 18, and 19 illustrate a number of spring advertisements.

49. April Sales.—After Easter come the special sales of millinery, suits, and all other lines of men's and women's furnishings. Cotton, silk, and linen dress fabrics are pushed to the front. Paints, wallpaper, garden tools and seeds, curtains, carpets, and general house-furnishings sell well in April and also in May. April is usually characterized by frequent showers; hence, sales of umbrellas, overshoes, and waterproof garments are timely and effective.

50. May Sales.—May is almost universally a month of moving and house cleaning; it is also the first month in which outdoor life is really enjoyable. These two important facts furnish the reason for two big May sales—a sale of house furnishings and a sale of outdoor goods. The first sale embraces everything that goes to beautify the home or to make it more comfortable, from kitchen utensils to parlor suits. In this month, demonstrations of food products help to draw the crowd and to introduce new edibles. May is also a good month to close out all canned goods remaining in stock, and lower prices on all lines of fresh goods ought to keep the grocery department busy. The second sale specializes on baby carriages, fishing tackle, hammocks, sporting goods, seeds, bulbs, and early summer clothing. Shirt waists, parasols, low shoes, silk underskirts, and fancy hose are in demand toward the end of the month. If the weather is quite warm, summer underwear will sell with a rush.

OPENING
HIGH-CLASS MILLINERY

Tuesday and Wednesday, *March the 24th and 25th, will occur our special showing of fashionable millinery, depicting the correct styles for spring and summer wear.*

Every creation on exhibition delineates an individual style characteristic of the very highest expressions of the milliners' art. Modes from the most renowned salons of Europe, as well as many beautiful ideas from our best known American designers, exquisite creations from our own workrooms which you will admire for their exclusiveness and picturesque elegance. We have spared neither time nor expense to make this, our Spring Opening, a memorable event.

We cordially invite inspection.

Other Opening Displays

Laces and Lace Robes, New Lace Collars, New Veils and Veiling, Spring Neckwear Art Embroidery.

Laces and Robes

FOR the elaboration of all manner of apparel for women, laces find the greatest favor and there is hardly need of telling that this is to be a lace season par excellence

Antique, Cluny, Venise, Teneriffe, Fibre Laces

in galoons, edgings, motifs, bands and all-overs as well as

Lace and Embroidered Robes,

Hand Embroidered Linens and Silk Shirtwaist Patterns

In the most exclusive designs. Monday we will place on sale Cluny, Venise, Batiste, Crochet, Net

Special Sale gousse, Lierre and Guipure Laces—all this season's importations in a generous assortment of styles, worth up to 25 a yd. for **79c**

The collection includes galoons, edgings, medallions, insertions and separable effects. In addition to these offerings we will sell 30,000 yards Normandy and round mesh Val laces, edgings insertings and separable galoons at

5c, 12c, 16c, 22c, 28c, 39c

a yard—just half our regular prices

Oriental Rugs

OUR spare today will be devoted to Kazaks—a most interesting and attractive Rug. The usual size is only 3 to 6 feet wide; of late the wider specimens have almost entirely disappeared from the market. This season we were successful in obtaining 50 pieces all extra wide, splendid colors and in superb condition. The Rug is a most useful one and can be utilized for parlors, libraries, living rooms or halls. The sizes average about 6 by 9, some of them are larger. We have made three lots

Lot 1-$25. Lot 2-$30. Lot 3-$40.

To interest you in a lower priced Rug we offer 40 pieces Mousoule Persians at **$10**

DOMESTIC RUGS.

Full lines in Bigelow Wiltons, Sanford Wiltons, Hartford Hazony Reed Axminsters, Hartford and Bigelow Brussels, and Roxbury Tapestries. The above represent the choice of the season's products.

Trimmings and Buttons

OUR assortment of the new 1903 styles is most complete, and most of the prices are less than you would expect to pay for high-grade dress trimmings. Persian bands, light delicate shades embroidered on white, 1 and 1 1-2 inches wide, at 95c to $3.50 a yard.

Black, white and colored appliques that are so much in demand this season. We have a complete line, from 50c to $7.50 a yard.

Full stock of braids, plain and fancy. Black, white and colors, from 5c to 75c a yard.

Special showing of the scarce pearl buttons for shirtwaists. A fine assortment, from 10c to $2.25 a dozen.

Good Ribbon Offerings

A VERY large assortment of pretty new F ribbons to suit the wanted shades and combinations. Two offerings consists of plain Corded Pillow Ribbons, Fiddle and a variety of New Fancies, Plain Chiffon and Satin Taffeta, worth up to 15c yard, for **25c**

Fine Ribbon Bows and Roses for belt, corsage and sashes. No. 1 Satin Cros Grain Baby Ribbons in white, pink, Cluny blue, cardinal and black, 10 yards to a spool, per spool **10c**

Extra Special 250 pieces No. 12, 3-inch wide, black satin back Velvet Ribbon, good width for bows, sash, etc, worth 45c yard. Special for Monday **25c**

Lining Specials Monday

20c Percaline 12½c	35c Cordette 8c
Best Edwards Crinoline 5c	20c Herringbone Canvas 5c
35c Storm Cloth finish 15c	10c Lingerie, tan, white 5c

A Most Wonderful Silk Sale.

THE GREATEST values ever offered If you have a silk want it would be like wasting money to miss such a magnificent opportunity

17,000 yards of New Spring and Summer Silks.

A great purchase, bought by us from one of the largest manufacturers of this country at less than fifty cents on the dollar. They are the most desirable silks that can be had, not left-overs, odd pieces or short lengths, but silks that are in demand for spring and summer wear, such as black and white and navy and white checked Louisenes and Taffeta Failles in all the desirable styles for shirtwaist suits, Ferguson plaids and failles, all kinds of Striped Taffetas in black and white and colors. Fancy Silks in all the newest ideas, New Plain Silks, Plain and Changeable Taffetas, White Silks in fifty different styles, Black Silks in every desirable weave as follows: Plain Chines, Foulards, Peau de Soies, Peau de Cygnes, Crepes, Taffetas, Cree Grains, Armures, Failles, Satins and Fancy Blacks in figured and stripes. It would be impossible to describe more minutely this immense purchase, but to make it easy to see and choose from they will be arranged in Four Big Lots, worth from 75c to $2.00 a yard, but priced as below

39c	49c	69c	89c

Nothing sold or shown before 9:30 a. m. Extra help to wait on you promptly.

Additional Bargain Surprises.

Fifty pieces of New Foulards in stripes, figured, scroll and polka dots, all the wanted colors—navy blues, reseda, myrtles, tans, browns and grays, for dresses and shirtwaists suits, regular 75c and 85c quality This is the greatest Foulard bargain of the year of **39c**

Twenty-five pieces of 36-inch Changeable Taffeta—the regular $1.25 quality, very heavy and silky, in all the popular color effects, for waists skirts or dress linings. Four yards make a full skirt or dress lining; a wonderful bargain, at **98c**

Manufacturers' Samples

A table loaded with them, lengths from ¼ to 1½ yards, in all kinds of plain and fancy silk, for hat trimmings, bows, ruffings and fancy bags, the finest lot we have ever shown, worth four and five times what they are marked **5c 10c 15c 20c 25c**

Remarkable Sale of Lace Curtains

More Curtains—more kinds of curtains, a greater variety of exclusive new designs to choose from, and lower prices. The combination sought to interest every woman who wants new lace curtains this spring. Spring cleaning betrays the weak spots in your curtains. We have anticipated your needs. Our styles are exclusive and the range displayed is the largest in the city.

$5.00 Corded Arabs Curtains, per pair $3.75.
$6.50 Corded Arabs Curtains, per pair $4.75.
$12.00 Corded Arabs Curtains, per pair $8.25.

$10.00 Renaissance Curtains per pair $7.00.
$12.50 Renaissance Curtains, per pair, $10.00.
$16.00 Renaissance Curtains, per pair, $12.50.

$7.50 Irish Point Curtains, per pair $5.00.
$9.75 Irish Point Curtains, per pair, $8.00.
$12.50 Irish Point Curtains, per pair, $9.75.
$15.00 Irish Point Curtains, per pair, $12.75.

$6.00 Arabian Color Chury Curtains, per pair, $4.50.
$7.50 Arabian Color Chury Curtains, per pair, $5.50.

Lace Curtains Taken Down, Cleaned and Hung.

$12.50 Real Arabian Curtains, per pair, $9.00.
$17.50 Real Arabian Curtains, per pair, $13.50.
$25.00 Real Arabian Curtains, per pair $20.00.

$6.50 Brussels Curtains, per pair $4.25.
$10.00 Brussels Curtains, per pair, $7.75.
$17.00 Brussels Curtains, per pair, $13.50.

$9.00 Ruffled Bobbinet Curtains, per pair, $7.25.
$3.75 Ruffled Bobbinet Curtains, per pair, $2.50.
$5.00 Ruffled Bobbinet Curtains, per pair, $3.50.
$7.50 Ruffled Bobbinet Curtains, per pair, $5.00.

Window Shades—Best opaque Window Shades, made to order and mounted on Hartshorn rollers. Let our representative call and show you the colors and give an estimate.

Bedsteads and Mattresses

AN important sale, comprising the best qualities from our regular stock of high-grade goods.

Cotton felt mattresses made on the Ostermoor, 3-4 size $12.50; full size..... **$12.50**

A Mannheimer's special mattress, made of long black hair, in one or two parts. Regular $25.00 for **$18.00**

Special values in brass beds:
3-4 size, $30. Full size, $35 to $100.
A few 1-1 size odd beds at Half Price.
Special price this week on remaking mattresses.

Children's Spring Apparel

Children's Cloaks, in all the latest baby styles, in light and dark colors; at prices ranging from ..... **$4.00 to $25**

Dainty Wash Bonnets, trimmed with lace, ribbon and tucks, all fresh, new goods, ranging in price from ..... **60c to $7.00**

Corded Washable Hats, trimmed with ribbon bows ..... **$1.25 and $2.00**

March Petticoat Sale

Ladies Black Petticoats, made from open glaze cloth, three accordion ruffles finished with a fine drop cloth ruffle trimmed with two rows of hemstitching, perfect-fitting top, tailor-stitched seams, the best skirt value ever offered for the money, actually worth $1.35 March sale price **98c**

Chambray and gingham Petticoats, umbrella flounce trimmed with ruffles and tucks, tailor-stitched seams, worth $2.00 March sale price..... **$1.48**

Black mercerized moreen Petticoats, full umbrella flounce finished with tucks, deep percaline facing, velveteen bound, worth $3.75. March Sale Price. **$2.75**

Black Taffeta silk Petticoats, full circular flounce, stylish three-ruffle effect, becoming underlay and dust ruffle, regularly sold at $4.85. Monday special **$4.85**

We are showing a beautiful assortment of taffeta silk Petticoats, in black and all the leading colors at prices ranging from $5.85, $6, $10 up to **$25**

The illustrations in this advertisement and the special border are neat and appropriate elsewhere is better adapted to an Easter advertisement than the Roycroft. This

The Mannheimers

SHOWING
SMART SPRING STYLES

We cordially invite you to call and inspect the most elaborate display of women's fine Ready-to-wear Apparel ever shown by Mannheimers, the recognized style store of the great Northwest. Grand as has been our efforts in the years past we believe you will readily conclude that this is unquestionably the grandest exposition of authoritative styles we have ever shown. Kindly accept this announcement as a personal invitation for you to attend this the grandest of spring style shows, and which will occur only at the Mannheimer store on March 24th and 25th, namely

Tuesday and Wednesday.

Other Opening Displays:

Silk Petticoats, Infants' Hats and Bonnets, Fancy Negligees. Baby Cloaks, Fine Lingerie.

A Wonderful Suit Purchase

OUR MR MANCHESTER made a special trip East last week and succeeded in making a most extraordinary purchase of over four hundred strictly high-class

FANCY TAILORED AND SMART WALKING SUITS

from New York's leading manufacturer. The lot includes many simple models, also goods which for one reason or another could not be delivered on the date promised. Every garment is in perfect condition and in the season's choicest styles. The most wanted fabrics, such as Voiles, Venetians, Fine Cloths, etc., are well represented in the collection. The goods have not arrived by express and will be ready and go on sale Monday morning at

MONEY SAVING PRICES

Fancy Blouse Suits	Walking Suits
In the season's most desirable fabrics—Voiles, Taffetas and Cheviots, at	Of cheviots and fancy mixtures. Greatest values we have ever had this season, at
$25, $30, $35, $45, $50 and $57.50.	$12.50, $15, $17.50, $18.50, $20, $25.

Exclusive Dress Goods Styles

If you are still undecided as to the material for that new Easter gown, take a hint from us. For swell gowns everything portends to the universal use of those soft clinging fabrics so radically new. We invite your inspection of a very rich and stylish collection of

Silk and Wool Crepe de Chines. Scotch Bannockburns. Scotch Homespuns. Lattice Cloth.
London Twine Etamines. Scotch Nub Mixtures. Scotch Etamines. Rose Cloth.
Silk and Wool Bollenne. Crochet Etamines. Voile Etamines. Voile Boutonne.

Special Values for a Great Day's Sale Monday.

46-inch Scotch Tweeds to all the new shades for street wear, $1.50 values for ..... **75¢**

44-inch Scotch Homespuns in all the new mixtures and popular colorings; $1.25 value for..... **89¢**

44-in. Crepe Egyptian, a very dressy and clinging material in all wanted shades, such as cream, navy, marine, reseda, Lt. blue, champagne, French gray, Napoleon, nile. Our special price on this cloth..... **75¢**

French Voiles, which will be very much in vogue the coming season, in a large range of colorings at the following prices

15c quality for 10c
20c quality for 12½c
25c quality for 17c
35c quality for 19c

$1.15 $1.25 $1.50 $1.75

Cream Dress Fabrics—Now All the Rage

And no wonder, as they are so rich and beautiful, making the most dashing costumes. Specials for Monday

46-inch Cream Canvas, 50c.
46-inch Cream Etamine, $1.00.
46-inch Cream Crystal Cream, $1.25.
46-inch Cream Serge, 50c.
50-inch Cream Cheviot, 65c.
46-inch Cream Sicilian, 75c.
46-inch Cream Basket Cloth, $1.00.
46-inch Cream Lattice Cloth, $1.50.
46-inch Cream Sharkskin, $1.25.

Inducements for Monday in Black Goods

44-inch Mohair Sicilian .. **75¢** a yard
46-inch all-wool Kamgiter
48-inch all-wool Canvas .
48-inch wool Crepe Cloth .
46-inch wool Etamine Cloth .

46-inch wool Storm Serge.....39c
36-inch wool French Whipcord....48c
46-inch wool Cheviots 50c
44-inch wool Crepe de Chine.....99c
46-inch wool French Voiles.....25c

56-inch Panne Etherine **$1**
60-inch Chevron Suiting .....
64-inch London Twine .....
64-inch Voile Etamine .....
64-inch Wool Ballada ..... a yd.

Extra Special 36 pieces of 36-inch wide Crepe Albatross, the recognized fabric for summer dresses, waists, kimonos, dressing sacques and other purposes, in 38 shades, at..... **38c**

Parisian Corset Models

THE latest Paris idea for every type of figure are now on display in our corset section, that top, we have reduced corset fitting to an exact science, employing only the most skilful corsetiers, who see to it that you get the corset which brings out the most graceful lines.

A handsome Mannheimer model is made of white ribbon, with the long extended hip, garters front and side, for small or medium figure, that gives exquisite lines, making it thin, regular figure-long round and bust-reducing, with garters $3.50

Beautiful hand-wrought corsets, in a bewildering array of styles and materials. At prices from ..... **$3.50 to $20**
Odds and ends worth to $15 formerly $1.50

Oxfords for Spring

CORRECT and comfortable shoes are important adjuncts always. But the demands of Oxfords are the most critical of all. Styling gives shoes a prominence that demands a smartness above reproach.

When the demands are most critical then it is that a Mannheimer shoe is at its best. **$3.50**
The smartest and handsomest shoe made

Careful and estimable points of unusual excellence are easily distinguished in their making.
Hand-made Beach Shoes, $5.00, $6.00, $7.00 and $8.00.

White Goods Sale

DAINTY white materials for evening, commission and graduation gowns at reduced prices

India Linons	Persian Lawns
15c quality for 10c	45c quality for 30c
20c quality for 12c	50c quality for 35c
25c quality for 17c	2,000 yards Silk Batiste finest quality, 39 inches wide, 65c quality, at for **42c**
35c quality for 19c	
60-inch French Lawns.	White Mascellines, Shirtwaist materials, 36 inches wide, for quality for **50c**
65c quality for 50c	
75c quality for 60c	
85c quality for 70c	

Leather Goods

Wrist Bags in real walrus, first grade, made in one piece, gilt silver and gun metal mountings, jointed fasteners, silk lined in black, grey and tan colors, equal to any $5.00 bag. Monday special **$2.39**

35c a yard **Scotch Flannels** Monday Special **25c**

Women's Spring Gloves

NO MATTER under what condition or at what price we offer you a Glove—depend upon it they are of the same standard which is making the Mannheimer gloves famous. These are this season's newest three gloves, fashioned to insure extreme service.

Women's 2-clasp P. K. Victor **$1.25**
Women's 2-clasp, overseam, Sepaho **$1**

In conjunction with this offer we will be glad to show you our new importations of
Perrin Gloves and Reynier Gloves, $1.50 to $2.00.
They are of real French Kid in all the spring shades, designed for service with the new costumes.

Wall Papers and Decorations

OUR stock of new foreign and domestic Wall Papers is most complete and we are prepared to execute in a superior manner all orders for fresco work, painting, tinting, paper hanging and interior woodwork. Estimates furnished for Upholstering, Window Shades and Draperies.

Wash Fabrics: Under Price

Printed Piques, stripes and floral effects, 31 inches wide. Value 35c per yard, at **25c**	Printed Mulls, floral effects and all plain staple shades Value 40c, at **25c**
Country Down Suitings, 31-inch checks and plaids. Value 25c, at **15c**	Fine Printed Cambric, 36 inches wide, dots, stripes and figures, at **12½c**

A Men's Suspender Sale

A manufacturer's outlet of extraordinary values—all new webbing—all ends and nickel-plated trimmings—only a small lot, short of dozens—worth 75c and 50c a pair. For a quick Monday sale, per pair **23c**

Dr. Jaeger's finest all-wool Underwear for men; the best for healthful warmth. Also Health Bandages for men, women and children.
Monarch Regime Shirts—the best made for..... **$1.00**

Superior Fur Care

PUTTING furs in storage does not always signify taking care of them. The improvement noticeable in your furs when stored here proves the care they receive, and combined with full insurance and responsibility has made this the largest fur storage in the Northwest.
Fur Repairing, Remodeling attended to now, for best results and lowest prices. Phone or postal—we call.

Novelty Hosiery Samples

The monthly wanted kinds at bargain prices, 600 sample pairs of Ladies'
Black and Colored Lace Lisle Hose.
Finest Hand-Embroidered Lisle Hose,
Black and Colored Silk Plaid Hose,
French Novelty Jacquard Hose,
Regular $1, $1.25 and $1.50 qualities.
Also 50 dozen Ladies' pure silk Hose in black, white colored and fancy designs, $1 00 qualities for **50c**

Richelieu Ribbed **$1.29**

Vinne type used in the panel headlines "Laces and Robes," "Leather Goods," and
ent occupied about 1½ pages of space, but has the effect of a 2-page advertisement

CHICAGO CHARITIES ARE CONVENTIONAL

Fallow Field for Those Who Seek Novel Methods of Philanthropy.

A RELIGIOUS editor discussed in his sermon, delivered last Sabbath at Spring Hills and Hill streets, a subject which has furnished, when at least forced to do so, abundant food for thought. He is a Quincy Bell for the ringing of a fashionable church, and his sermon, without doubt, has done much of the benevolence. The text was learned for independent rate and was taken from the Book of Job, "Oh, that I knew where I might find him that I might come even unto his seat."

Looking upon Chicago as the home of the second criterion, the man he naturally a Chicago man, but nevertheless a fine Christian, has undertaken to find Him in this city. Having been in several early conferences in the west and east, he gets on the best. Getting some preliminary on the board, the editor-preacher has undertaken to find Him in every church that he could in each district and then began anew to find Him in other districts. Then he began anew to find Him in other districts, and then began anew to find Him in other districts, and then began anew to find Him in other districts, and then

SALE we have ever held A lesson in economy

Fair

Women's spring wear catalogue mailed free out of town.

ng goods and the latest and most correct sibilities as well, the importance of which lways sure of the lowest prices at The n the assortments are complete and, the at prices as high as we think we might mly low percentage of profit. We know d goods at lowest prices at all times" is the store will substantiate these claims

Women's shoes, 2.95

WE are going to tell you about our women's shoes we sell at 2.95. We want you to know how well they wear, how stylish they appear, and what a good value they really are. We know that this statement is backed up by thousands of women who have bought and worn these shoes, and who are well acquainted with their many merits.

We have them in 43 styles, every one smart and modish; a shoe to fit every foot comfortably; a shoe to please every taste. Among the many styles there are shoes suitable for all occasions: the light, dressy patent leather for full dress wear; the pliable kid for house wear; the sturdy, smooth shoes for street wear. Any of these shoes as good as these are frequently sold at a much higher price

2.95

Boys' school shoes, all ages, sizes 9 to 13½ 1.50

Undergarments

OUR regular dollar lines of women's gowns and skirts are very extensive; they come in all the latest styles and shades in fine nainsook and cambric; trimmed with valenciennes and torchon lace and Hamburg embroidery. We place them at 75c

Women's vests and combination pants, gauze, fine cotton or merino ribbed, trimmed with silk ribbon, good muslin, empire and ballet styles, flower ribbon, taped backs, sizes 20 to 36 39c

Women's corsets and corset covers, made of fine nainsook and cambric, trimmed with valenciennes and torchon lace, and Hamburg embroidery. We place them at 75c

Women's muslin and cambric gowns, yoke trimmed with embroidered ruffle, French yoke band, 55c

Women's extra fine cambric drawers, tucked and hemstitched, trimmed with valenciennes and torchon lace, extra wide, 39c

Women's vest, fancy lace and band trimmed, pearl and shoulder ribbon, taped backs, sizes 32 to 44 39c

Women's corset covers, made of fine nainsook, with yoke trimmed with valenciennes and torchon lace, extra wide, 45c

Great hosiery sale

WOMEN'S hosiery at 15c may not always be a bargain, but when you can buy plain black cotton stockings, fast black, full seamless, double sole, spliced heel and toe, extra high spliced ankle, and black lace open work lisle thread stockings, fair value for the price there can be no question about the unusual value of the 15c

Children's black cotton stockings, narrow rib, fleece lined, double sole, 25c

Infants' cotton stockings, fancy ribbed, sole—special Spring Sale price 10c

Wilson Bros.' men's hose, the finest hose on the town are those we clear our goods. We bought them at half price and they go the same way. Every man who uses low shoes in the summer should use a supply in the morning. In plain black or mixed—Wilson Bros. 50c half hose, 25c

aists and coats

e say reputable firm can consistently ask for them. One of the m life. This suit is made from extra fine castor color cheviot; trimmed with fancy silk stitched ornaments; the jacket is tly stitched and well tailored throughout—

25.00

Women's unlined dress skirts—novel gored, nicely pleated, made of fine quality all wool black cheviot, very pretty flare effect, lining ...made—is a splendid value at our Special Spring Sale price—

5.95

Women's even length dress skirts—made of blue or Oxford gray cashmere, very serviceable effect, very pretty flare effect, lined ...very novel green, very flare effect,

4.00

Women's walking skirts—made of 54-in. or Oxford gray cashmere cloth, very serviceable effect, very pretty flare effect, lined with stitched taffeta ...Special Spring Sale price only

2.95

...the same, and, what is fully ...both in trimming and ...ished skirt, front and ...

4.95

...blouse coats—made of black ...throughout, pretty ...—Monday at

5.95

...etto Cavi coats—made of extra ...collarless effect with double ...front and sleeves

10.75

...ert cloth coats—57 inches long, ...cloth, tight fitting and very ...ed, lined with best ...

25.00

Men's spring top coats

THERE are no better top coats made than we are showing, but the same qualities usually bring more money elsewhere.

Men's top coats, medium length, fit fine all wool cheviots, with best serge body lining; sod satin sleeve lining—long lengths in steel gray and dark mixtures, all sizes—a great offer, 10.00

Men's top coats in medium lengths, in black thibet, a fine, soft quality that will not wear glossy 12.50

Men's top coats, short and medium lengths, in tan and mixed gray cheviots, silk stitched edges 15.00

Men's top coats, homespuns, in the new shades, hand tailored and silk lined throughout—price, 16.50

Men's top coats, medium lengths, in a very high grade black unfinished worsted—silk lined throughout— 20.00

Cravenette top coats, the largest stock in Chicago, all shades and all weaves, with the very finest tailor work that can be put into clothing—priced at 14.78, 17.50, 20.00—and from those prices right up to 27.50

Boys' special for Monday only

Boys' combination knee pants suits, Norfolk styles, in a neat dark pattern of cassimere—a quality that will stand hard wear. Sizes 6 to 14 years—sewed on to fit a lot with 2 pairs of pants—certainly a great value at 2.00

Lace curtains

CURTAINS at less than cost of production is precisely what you may expect here Monday. Curtain stripe in Nottingham from 3 to 8 yards long; plain curtain stripe in swiss 3 to 8 yards long; these curtains are conservatively estimated to be worth 75c per pair—monday

19c

Popular curtains, in an immense assortment, some slightly imperfect, some perfect, all the way as from $1.35 to $1.50, Spring Sale price, 99c

Imported ruffled muslin curtains, white and ecru lace, slightly soiled but otherwise perfect, reduced from $2.75 to $3.50 pair, 1.95

Net Fronsacs, in white and Arabian, the beautiful lacework wonder of the season, 3½ yards long, forever's wholesale price, $4.75, 2.75

Cable net curtains, in white and ecru, with deep point corners, handsome novelties, 3½ yards long, reduced from $6.50 pair Monday at 3.50

Draperies

Striped cotton scrim, 36 in. wide, 10 yards in piece—selvedge—worth 8c a yard, 4½c

Drapery scrim, in pretty stripe, open work stripe, fine mesh, 36 and 40 in. and swiss patterns, per yard, 10c

Window shades, complete with spring and ring, mounted on oversized rollers, 20c

Ready-made bedding

Pillow cases, fine quality muslin, 42x36 in., 3c Fringed bed spreads, full size, hemmed ready for use, Large fringed bed spreads, near patterns, 1.39 Summer comforters, in 4 nice colors, new patterns, Whitehall comforters, figured on both sides, 1.69 Blankets, 25x37 inch, pure cotton, in white, 25c, 2.79

best in spring wash and dress fabrics

Silks—Several thousand yards of last season's patterns in 24-inch and 36-inch fancies. These goods were sold by prices 75c, 85 and 1.00. They are just as good as this season's silks. The designs and patterns are good and will be right next season. Your choice while they last, per yard, 50c

Taffeta—36 inches, which is 3 inches wider than the regular width and this silk made as our order in the best grade of satin finish, full 36 inches wide, close interlining in the grosgrain ribbed effect, and they are only to be had at The 1.00 ...ness for American—see them—per yard,

Percalines—We advertised a sale of black silk grenadines last week, proved to be a tremendous success. Since then we have received another consignment, comprising a choice assortment ranging in price from ...per yard, including many exclusive styles from the best foreign manufacturers. We have special attention to a line of 75c ...which is worthy of your patronage—per yard, 75c

Dress Goods—Italian cloth, 44 inches wide, in black only, 39c ...mercerized, colors, 39c

Spring novelties—We draw special attention to a 50-inch suiting setting in medium weight. This fabric is made of wool and the color effects are a reproduction of a French material measuring at $3 per yard. It is an exclusive and one that few people are able to obtain, as the quantity is limited ...the colorings are perfect mixtures of olive, 1.00 ...gray, blue and brown. For a stylish garment we advise this cloth, per yard,

Voiles and etamines are in great favor at the present time. We will offer on Monday a choice assortment of these very favorite weaves in full line of colors and black, also a novelty in the way of a Scotch plaid with snowflake, which will make an attractive skirting garment, ...per yard, 50c ...special values in canvas and twine cloths, are exceptional values—per 1.00

Black dress goods—Thousands of yards of black dress fabrics, to be sold greatly below the regular price. This is the business of high grade black fabrics bought by an import one of the leading importers at a big reduction from regular price. All the leading new and staple fabrics are represented in this line. They are all first class goods and will wear well. Monday we will buy the lissues. Special price Monday, per yard, 1.00

Silk striped challis, for ...Schiaparelli ...Scotch novelties ...dress ...dressed from 75c to 80c ...black and colors, 50c ...values, new styles, 50c

Men's furnishings

IT is a question whether the sale of hemstitched square or ...progress at this store has ever been equaled. It's a collection of high-grade scarfs, such as would be considered great bargains at 50c, and is the result of an immense purchase which was accompanied on consolidation that we would not use the maker's name, the title used in making these ...

3 for $1; each 35c.

For little tots

CHILDREN'S reefers, made of woolen cloth, in navy and colors, sizes 2 to 5 years, box back, large sailor or circular collar, trimmed with fancy braid and ...

1.35

lace, Children's wash dresses, in gingham ...

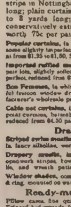
39c

Children's coat caps, in cloth and ...

35c

polo caps, ...

25c



vests and bands, all sizes, for

ptical goods

OWING of reputable and high ...optical goods from the ...ding manufacturers, priced in ...our best ...ther with all previous sales, ...the prescription department in charge of experienced optician. All our work is fully guaranteed.

...spectacles with ...ding bow temples, fitted ...special at only

25c

...spectacles and eyeglasses, ...with best ...

50c

...spectacles and eyeglasses, ...with ...quality ...lenses, special at

75c

...eyeglasses, with ...quality ...lenses, ...or rolled gold temples,

50c

Woodenware

OUR wooden folding curtain stretcher, sizes 6x12 feet, with nickel plated pins and cedar bar to prevent sagging, now reduced from 60c to only

45c

Pickling cucumber barrel, made of white wood, 4 ft. high, strongly constructed,

30c

Hard wood spice cabinet, has white drawers, all finished, large size, each

38c

Floor mops, long handles, firm ...for hardwood floors, Spring Sale price

25c

Chair seats, 3-ply veneer, light or dark finish, all sizes and shapes—...for ...Fiddling card or sewing tables, 10 to 100 ...each of all kind of ...

49c

In the drug store

Perscriptions accurately compounded by registered pharmacists.

Cuticle's sarsaparilla—great blood purifier, 50c

Casey Spring Hypophosphites, Monday, 72c

Witch Hazel and Cream, Monday, at 10c

Dr. B. M. Rose rheumatic cure for 90c

Dr. B. M. Rose Laxative Pills, Monday, 10c

Booth Hygeia Antiseptic toilet soap at 5c

Lenox Talcs attractive soap, 4 in. bar for 5c

Cuticle's sarsaparilla—great blood purifier, 50c

Casey's sarsaparilla—great blood purifier, 50c

Crane stationery

THIS well-known superfine white ...long paper, in stamina style, three sheets and ...envelopes, ...gray and herringbone—one ounce of paper with envelopes to match, ...put up in fancy boxes—special price, per box,

29c

Linen specials

WARRANTED strictly all-linen table damask, fruit, and Scotch ...half-bleached satin ...labor patterns, ...assortment of ...weaver's cost; ...table-cloth, from 1¼ to 3 yards long, on sale in 10 lots, per yard,

39c 45c 50c

At 25c per yard—worsted ...satin linen, 1¼ to 2 yards wide, 58 inches wide, ...to 3 yard pieces,

At 45c per yard—worsted ...satin linen, 1¼ to 2 yards wide,

At 49c per yard—napkins ...to match table linen, 3 to 6 yard pieces,

At 75c per yard—napkins ...to match table linen, 3 to 6 yard pieces,

Damask table cloth, 2 to 3 yard pieces,

Napkins to match same lots, ...from fruit and Scotch linen, 3-4 to 5-4 sizes, great values,

6 napkins for 45c, 6 napkins for 65c, 6 napkins for 85c,

In the book store

Madam Doherty, the assistant of which is now being played by Mrs. Leslie Carter at the Illinois Theater, Monday, is called "the" in paper binding,

American Family Physician, by Dr. ...Samuel ...Pepper Pettlebone, ...and more ...embalmer, ...and ...ing, ...ing, ...ing,

GRAND LEADER
BROADWAY and WASHINGTON AVE.
STIX, BAER & FULLER

The Fast st Growing Store in America—Broadway and Washington, St. Louis.

Our Catalog
For Spring and Summer
1903
Is now ready.
SENT FREE to all out-of-town residents; write for it to-day.

SPRING

Opening Sale in Cloak Section.

A Debut of the Authoritative

Spring Fashions for Women.

WE have reason for making favorable comments upon our display of new costumes, tailor-made suits, wraps, skirt-waist suits, coats, skirts, waists, etc., as we are showing the most exquisite and exclusive creations, many of which are fac-similes of garments designed by the world's famous artists, including Paquin, Doucet, Raudnitz, Daudellet, Walles, Redfern, Frances and others. There is no marked difference in the effects, but there is a vast difference in the cost. We believe a more representative collection of model garments is not to be found in St. Louis, nor are duplicates of any of these we show to be obtained, thus assuring you of exclusiveness. You will note that the price range is wide, appealing to every size purse.

Tailor-Made Suits from $10 to $85.
Swell Costumes from $25 to $195.
Shirt-Waist Suits from $12.50 to $75.
Spring Coats from $5 to $75.
Dress and Walking Skirts from $3 to $100.
Waists from 50c to $75.

NOTE—Read our special shirt waist offer on this advertisement.

This Imported

Opening Sale of Paris Robes.

You can save considerable on your summer gown if you take advantage of our Special Opening Offering. 12 Imported Pure Linen Robes, all exclusive designs, only one of a kind, beautifully embroidered and trimmed with bands of Oriental effects, from $45 to $65 values, will be placed on sale for

$25

Hand-embroidered Linen Shirt-Waist Patterns, per pattern..... $5.50 to **$10**
Hand-embroidered Linen Robes, in white, per pattern..... **$16.50**
Pure Linen Embroidered Shirt-Waist Suits, in all colors, special..... **$15**

Sale of Little Girls' Dresses.

THE entire surplus stock of S. Dannenberg & Son, New York, comprising about 2,500 girls' dresses, ages 1 to 5 years, secured at about one-half the regular selling price, on sale at a remarkably low price.

ALL who have little girls to clothe should hail the sale of these dresses with eager delight, as it enables you to secure finished garments, beautifully made, for less than the plain material would cost you.

There are three of the airy and styles. They are made of fine striped and figured lawns, chambies, ginghams, percales and chambrays.

The styles are the new Empress, Fishbird Waist and Gainsborough. They are trimmed with fine Valenciennes lace and insertion of embroidered and open work, featherstitching and braids.

The reputation of S. Dannenberg & Son as makers of children's fine garments insures you that the garments are well finished in every detail, the styles always beautiful. Sizes are positively worth 98c, $1.25, $1.50, $1.98 and $2.25 per garment, from the choice of size called for

69c

Remember the early comers get the selection. On second floor, Infants' Wear Department.

Opening Sale of Silk Petticoats

THERE is nothing richer than a stylish Silk Petticoat. We have a large and splendid variety of the newest creations, garments possessing style, elegance and grace. For the opening day we offer for hour special assortments that have been greatly lowered in price to introduce spring buying.

Silk Petticoats in heavy Taffeta, cut with circular flounce, full width, with hemstitching, to fit the plain or flounce effects. Opening Price..... **$4.95**

Silk Petticoats with pleated and fine flounces, others with accordion-pleated flounces, in all the changeables and in all colors, also black. Opening Price..... **$5.90**

Petticoats of silky rustling taffeta silk with fine flounces, finished with bullion ruching and silk dust ruffles, in the new blues, greens and changeables, also black..... **$7.95**

The most clever creations in Silk Petticoats made of best rustling Taffeta silk—some have deep accordion-pleated flounces with hemstitched ruffle, others ruchings and silk dust ruffles, in the new changeable effects and every shade, also black—Opening Price.....

Petticoats, the newest creations, Parisian effects, ranging in price from $12.50 to..... **$35.00**

Opening Sale of Fancy Goods.

(THIRD FLOOR.)

Tourelle or Brazilian Point Lace Wheels, all the rage now for shirt waists and fancy work—all widths and sizes—per dozen, 50c, 75c, $1, $2 and..... 15c

Tourelle or Brazilian Point Lace Worked Dotted Swiss and Spanish, also used for fancy work and for top for shirt waist effects, range from 20c up to..... **$10.00**

A very special assortment with hand-drawn centers, per dozen..... 25c

Shirt-Waist Patterns.

All the rage for embroidering, stamped in grecian and floral designs, also Spanish, plenty of hard wrist to pound on, per pattern..... **$1.48**
Per pattern, $2.00, $2.50, $3.00 and..... 18c

Handsome Cluny Lace Doilies.....

Fancy Velour Cushion Plates, all ready for use on rich gilding, framed designs on gold, quality velour—6 large vienna..... 49c

Satin Cushion Tops, ready for Point Figure, Silk Lambrequins—
Satin Pincushions, gilt with many kinds of lace and ribbon, ready to put together, each..... **$1.39**
Gilt Frames, with Cupids, Flowers, Figures and Scenes

OPENING

Millinery Opening
Monday, March 16th.

WE will exhibit to-morrow a vast gathering of rare Millinery conceits. Model Hats from Paris and New York are here in great numbers, but those of our own creation, which are pronounced as masterpieces, will vie with them for your favor. The display is lavish in every sense of the word, and unquestionable gives us the distinction of being St. Louis' center for correct fashions in women's headgear.

(No invitations have been mailed. All are welcome.)

To add interest to the opening day we have prepared three special assortments of beautifully Trimmed Hats. The style they possess and the material used in their construction fully warrants our charging much larger prices. These three assortments will be a splendid surprise to you and a great buying incentive—prices

$4.98, $7.98 and $9.98.

Chiffon Hats, Handmade, on wire frames, in black, tucked, worth $1.50 —50 dozen on sale Monday, Opening Price.....75c

Ready-to-wear Hats, of Street Hats, all handmade, worth $1.50— Opening Price.....98c

Baby Caps, of dhill, also silk caps, nicely embroidered, 25 styles, 75c values—Opening Price.....49c

We show a greater variety of flowers and foliage than any other two stores in the city.

Ornaments with foliage, large bunch —worth 25c; Opening Price.....12c

Berries with Foliage— Opening Price.....10c

Grapes with Foliage, Extra Value— worth 49c, Opening Price.....19c

Straw Braids, they are white and colors—Opening Price, yd.....3c

(Deep D-in.) $166.00.

Our Catalog

For Spring and Summer 1903 Is now ready.

SENT FREE to all out-of-town residents. Send for it to-day.

GRAND LEADER

BROADWAY AND WASHINGTON AVE. STIX, BAER & FULLER

The Fastest Growing Store in America—Broadway and Washington, St. Lo

Opening Sale of Belts.

HAVE you seen our enormous assortment of the 1903 Belt modes? Three splendid assortments are offered on the Opening Day. They represent the new belt ideas, in which style, elegance and inventiveness combine. A few of the styles are here illustrated.

Taffeta Silk Belts, lined and stitched, small buckle—Peau de Soie Belts, three-tab buttterfly, position back—Satin Belt with fancy braid and tacks—Gros Grain Silk Belt, several rows of stitching, double end, front hackle buckle—Silk Belt, position back, to be worn with belt pin—choice of this assortment for.....25c

Taffeta Made Belts—Barathea Silk Belts, shaped and stitched— Taffeta Silk Belts with six rows of stitching, fancy small position back—Peau de Soie Silk Belts, formed top, position jabot, with silk crochet rings, pin front—Peau de Soie Silk Belt, diamond shape back, small crochet buttons—Taffeta Silk Belts, small bodice effect back, bishop effect—Taffeta Silk Belts with silk crochet rings, side and front—Peau de Soie Silk Belts with fancy braid, harness buckle ..... also many other styles—choice.....49c

Fine Satin Belts with beautiful metal buckle front and back—Silk Belts, plain and fancy stitched—Tucked Satin Belts with crochet rings, with or without buckles—choice of an excellent assortment—choice.....98c

We have a full line of "Royal" Belts of Satin and Elastic, many have beautiful jeweled buckles—prices ranges from $1.98 up to.....$5.00

Very Special Offer of

Accordion-Pleated Walking Skirts.

THIS is an announcement that cannot possibly go unheeded, as the saving it presents excites more than ordinary interest. In New York the latest craze is accordion-pleated walking skirts. We secured a number of them at a special low price, and to swell our opening-day attendance we decided to place them on sale to-morrow. The materials are Voiles in black, blue, castor or white, Cheviot in blue or black, Sicilian in black, blue or gray, and Mohair in black or blue with white woven dots. The yoke effects are entirely new and trimmed with taffeta bands or piping; they have a swell strap habit back and new flare bottoms. They are undoubtedly one of the sweetest creations of the season in a walking skirt, and we are quite positive that you are not able to duplicate them, that we offer for less than $16.50, and they are fully worth that price. We have all lengths from 37 to 44 inches—Special Opening Price only.....$9.95

The Corset "Louise."

THE well-gowned woman knows that her appearance depends upon the kind of corset she wears.

Unless it is correct in every detail of style and shape, it is impossible to secure the desired effect in any gown.

The new models in the corset "Louise" are introduced with ease to anyone. The most up-to-date ideas of correct creation.

Every style of this perfect-fitting corset has been designed to bring out the best proportions of the figure in this model to gracefully to the curves likes with out the least discomfort.

The 1903 models of the corset "Louise" are the product of a French corsetier, borrowing freely from the imperious details of high-class corset making. All the latest ideas of the corset manufacturer as set forth in the Paris modes for the coming season are gracefully produced in every style of the corset "Louise."

On sale exclusively at Grand Leader, Prices—

$2.50, $3.25, $4.50, $6.50 and $10

Special Waist Offer Monday.

USUALLY on Opening Days people come to look. We have determined to make them come to buy to-morrow, and with that end in view every department is offering very special inducements. The waist department comes to the fore with 100 dozen white Shirt Waists, which will be sold at a saving of fully a third. They are made of light-weight fancy woven pique, front touched with the new shell bosom, fancy tabs and large pearl buttons, new tab stock collar, pleated back and full pounce sleeves, they come in all sizes from 32 to 44 bust measure; they sell regular for $1.50 To introduce freely buying on Opening day they will be offered for.....$1.00

Opening Sale of Spring and Summer Dress Goods.

THERE is more art and beauty about the new fabrics than for many years, and we believe our opening display must be given first place in the city. Viewed from every point it is a very comprehensive showing embracing all the very latest novelties of domestic and foreign manufacture. Some great buying inducements are offered for the opening day.

- 36-inch All-Wool Venetian Cloth, in all Shades, Opening Price, per yard.....45c
- 52-inch All-Wool Double-Warp Storm Cheviot, in all colors and black—per yard.....59c
- 44-inch Imported Mixed Cloth, in all colors—per yard.....85c
- 36-inch Black Imported French Broadcloth, very fine quality, in all grades—Opening Price, per yard.....89c

Opening Sale of Spring and Summer Dress Goods.

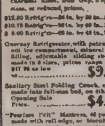
- 36-inch Black French Venetian, for tailor-made gowns, every yard guaranteed unspotted, and absolute—Opening Price, per yard.....98c
- 52-inch Black Imported Three Thread Venetian—Opening Price, per yard.....$1.19
- 44-inch Black Satin-Finish Prunella Cloth—Opening Price, per yard.....$1.25
- 56-inch French Broadcloth, extra fine quality, in all colors—Opening Price, per yard.....$1.35
- 36-inch Black French Venetian, for tailor-made gowns, every yard guaranteed unspotted, and absolute—Opening Price, per yard.....$1.50
- 44-inch Silk Warp Henrietta, in the most wanted shades, including white and black—Opening Price.....$1.00
- 36-inch Imported Real Camel's Hair Flannel, suitable for walking skirts, does not require lining—Opening Price, per yard.....$1.50

Opening Sale of Wash Fabrics—Main Floor.

- 36-inch Imported White-Ground Zephyr Gingham, overshot with the most beautiful color effects, guaranteed to launder—Opening Price, per yard.....25c
- 36-inch Imported Mercerized Fancy Oxford Waistband, colors guaranteed fast—Opening price, per yard.....50c
- 36-inch Scotch Zephyr Gingham, every piece guaranteed fast colors—Opening Price, per yard.....15c
- 36-inch Imported Irish Dimities, in all the very latest effects—Opening Price, per yard.....25c
- 36-inch Imported Mercerized Fancy Oxford Waistband, colors guaranteed fast—Opening price, per yard.....50c
- 36-inch Fancy Lace-Striped Zephyr Ginghams, in the most beautiful styles ever shown—Opening Price, per yard.....19c
- SPECIAL MONDAY, 36c Ginghams 17½c a Yard. 42-inch Gingham, in all the pretty effects of the season, light ground, cambrics and dark grounds, every yard guaranteed fast color, goods positively worth 35c a yard—we have just one case as sale on main floor, while they last, per yard.....12½c

Corinne Shoes for Women.

Two Ninety-Eight a Pair.

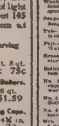


IF you would obtain the best shoes $2.98 will buy, get the Corinne Shoes. They are made of selected leathers especially adapted for Grand Leader, and we guarantee every pair we sell. They come in vici kid and patent leathers, made on all the new lasts, with various styles of heels and toes, welts and turned soles. Every pair is made by experienced workmen who know how to secure the best in the art of shoemaking.

They are unquestionably the best shoes values obtainable for.....$2.98

Opening Sale of Gloves.

OUR stock of Spring Gloves is thoroughly complete and includes every style and shade. Whether you want Chevrette Gloves in Kid, Suede, Mochia, Dogskin, also Silk and Lisle Thread. A full line of colors and embroideries.



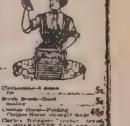
Women's Cheviot Gloves in the only kid glove made strained into shape, thus obtaining perfect fit, in all the new tans and gun-metal shades, with three pearl buttons, per pair.....$2.00

Pearl's Real French Kid Gloves, in all shades of brown, red tan, modes, gray, castor, black, white and navy blue, per pair.....$1.50

Cortissa Gloves are unsurpassed by the best one-button gloves on the market, made with two large pearl buttons, in all fully assorted tailor tan, all new shades and black, per pair.....$1.00

Ladies' pure silk Knee Gloves, with double finger tips, three styles, fancy embroidered, new shades, in all sizes, unpressed and finish, per pair.....$1.00

Opening Sale of Wrist Bags.



WE offer for the Opening Day a large assortment of Beautiful Wrist Bags for considerably less than half their actual worth. When we say that we have had these Bags on special sale for $1 and considered them extraordinary good values, by that you can realize how great the offering is. They come in Russian or Walrus grain leather, 6-inch waved or oval frames with long chain attached and have inside frame and back which is plain lined and in black, blue and gray shades.

These bags are sold for $1.25 and $1.50—Special Opening Price.....59c

Opening Sale of Refrigerators.

Leader Refrigerator, hardwood, oil finish grain, metallic sliding shelves, charcoal filled, iron trap, 8 special sizes, at reduced prices.

$12.50 Refrig'r—30 in., by 20 in., 23 3/4 in. $13.75 Refrig'r—36 in., by 20 in., 27.49 $ 8.00 Refrig'r—26 in. by 16 in., 23.50

Universal Refrigerator, with patent tin, all ice compartments, mineral wool filling, adjustable sliding shelves, made in 6 sizes, prices ranging from $17.98 to.....$9.95

Sanitary Steel Folding Couch, can be made into full-size bed, on sanitary plan. Opening Sale Price.....$4.39

"Persian Pile" Mattress, 45 pounds, made with roll edge, or biscuit tufting, every mattress guaranteed and with a 20-day trial, our regular price $13.50. Opening Sale Price.....$9.48

Folding Go-Carts.

Folding Go-Carts, steel wheels, rubber tires, with perforated seat and back, shelves hood—Opening Sale Price.....$2.98

Folding Go-Carts, steel wheels, rubber tire, reed seat, shelves hood, Opening Sale Price.....$3.98

Imported "Elite" Steel Enamel Ware

ELITE Enamel Ware is a foreign product made by the largest stamping and enamel company in the world—almost every article is made seamless; each piece is made of steel and has four coats of enamel—it is guaranteed absolutely free from poisonous ingredients; the color is a beautiful shade of light blue with the purest white lining. A shipment of about 185 crates will be placed on sale to-morrow. We offer them at half a third under the regular prices.

Elite Steel Enameled Coffee and Tea Pots.

1 qt.	1½ qt.	2 qt.	3 qt.	4 qt.
49c	59c	69c	79c	89c

Elite Steel Enameled Sauce Pans.

1 pint	2 qt.	3 qt.	4 qt.
19c	29c	44c	49c

Elite Steel Enameled Tea Kettles.

No. 6	No. 7	No. 8	No. 9
98c	$1.10	$1.29	$1.55

Elite Steel Enameled Pudding Pans.

1 qt.	1½ qt.	2 qt.	3 qt.	4 qt.
23c	27c	35c	43c	49c

Elite Enameled Dish Pans.	10 qt.	14 qt.
	89c	$1.09

Elite Enameled Wash Basins.	10 in.	11 in.
	28c	33c

Elite Steel Enameled Preserving Kettles.

2 qt.	3 qt.	4 qt.	5 qt.	6 qt.	8 qt.
49c	59c	69c	79c	89c	98c

Elite Steel Enameled Coffee Boilers.

3 qt.	4 qt.	5 qt.	6 qt.
98c	$1.15	$1.29	$1.39

Elite Steel Enameled Drinking Cups.

3¼ in.	3½ in.	4 in.	4½ in.
12c	13c	19c	23c

Elite Steel Enameled Rice Boilers.

1 qt.	2 qt.	3 qt.
95c	$1.19	$1.39

Elite Steel Enameled Double Boiler Pans.

2 qt.	3 qt.	4 qt.	5 qt.	7 qt.
49c	59c	69c	88c	98c

Elite Enameled Basting Spoons.	12 in.	14 in.	16 in.
	15c	19c	24c

Elite Enameled Pie Plates.	9 in.	10 in.
	18c	23c

Spring Opening Sale of Laundry Needs.

- Curtain Stretcher—Turner pins, 100 pins in it, for.....63c
- Curtain Stretcher—Adjustable, 2 yards long, 2 yards wide, for.....$1.98
- Washing Machine—Universal, 3 gallon capacity, for.....$3.98
- Bench Clamp—Holds anything firmly, 3 to 6 inches, for.....27c
- Tub—Large size, painted, with wheels, for.....98c
- Tub—Galvanized, 10 gallon, for.....12c
- Broom—6-sewed, new, for.....10c
- Bottle—No. 1, copper tops, for.....9c
- Bottle—No. 2, copper tops, for.....10c
- Can—No. 2½, copper bottom, with cover, for.....39c
- Can—No. 3, copper bottom, with cover, for.....49c
- Can—No. 4½, copper bottom, with cover, for.....85c
- Wire—Copper plated, 100 feet, for.....49c
- Reel—Copper plated, for 100 feet, for.....49c
- Clothes Line—Complete, 50 feet, for.....12c
- Clothes Line—Complete, 100 feet, for.....19c
- Clothes Line—Complete, 150 feet, for.....25c
- Clothes Line—Complete, 200 feet, for.....39c
- Clothes Line—Complete, 250 feet, for.....49c
- Clothes Line—Complete, 300 feet, for.....59c
- Clothes Line—Complete, 400 feet, for.....75c
- Clothes Line—Complete, 500 feet, for.....98c
- Clothes Line—Complete, 600 feet, for.....$1.19
- Clothes Line—Complete, 700 feet, for.....$1.39
- Clothes Line—Complete, 800 feet, for.....$1.49
- Clothes Line—Complete, 900 feet, for.....$1.69
- Clothes Line—Complete, 1000 feet, for.....$1.98
- Clothes Line—Complete, 1200 feet, for.....$2.49
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- Clothes Line—Complete, 5000 feet, for.....$9.98
- Clothes Line—Complete, 6000 feet, for.....$11.98
- Clothes Line—Complete, 7000 feet, for.....$13.98
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51. June Sales.—The first month of summer is likely to show a falling off in business unless the advertising manager puts forth his best efforts. The business in all varieties of summer dress goods, straw hats, tan shoes, and outing goods is at its full height. Dresses and presents for June brides and graduates furnish the text for a good special sale. Porch furniture, camp and summer-home supplies, tourists' supplies, etc. are material for another sale. Fans, soda fountains, and ice-cream parlors are good things to mention in the advertisements, as they make the store seem inviting and comfortable. Fig. 20 is an example of a June advertisement of special lines.

52. July Sales.—July is likely to be a dull month, as it is between seasons. The hot weather keeps people off the streets, and almost every one is saving money for vacation expenses. But a "midsummer sale" enables the department store to make strong price inducements and thus draw trade and get rid of the bulk of summer goods. This sale should be advertised and conducted on lines similar to those of the January clearance sale, only it must be pushed more vigorously on account of the hot weather. Some stores take a semiannual inventory in July. This affords an opportunity for another big sale.

The advertisement shown in Fig. 21 illustrates how a midsummer sale is advertised.

53. August Sales.—It is perhaps more difficult to force business in August than in any other month of the year. Many vacationists are either enjoying their outings or have returned with depleted pocketbooks. But there are many business and professional persons that are obliged to remain at home and make themselves as comfortable as the weather will permit; and right here is a key-note for successful August advertising, namely, comfort. An uncomfortable man or woman will go a long way to get anything conducive to comfort; therefore, special sales of ice-cream freezers, straw hats, crash suits, shirt waists for women, cool underwear, etc. are in order. The advertisements should suggest ways and

THE HOSKINS STORE

AFTER STOCK TAKING SALE

THE "ODD LOTS"-THE "SLIGHTLY DAMAGED"-FROM 1/5 TO 1/2 OFF

Stock taking in as active a store as this, where the hustle and bustle demands quick handling of goods, reveals goods that are slightly damaged, goods that are soiled—and there are remnants in stationery as well as in dry goods: one-sixth of a dozen of this, one-quarter of that, an odd chair, a sample desk. Each department contributes its quota and makes a whole of considerable magnitude.

The stock freshening method of most stores is an extra percentage to salespeople—and time: A method which seems to us not only unfair but decidedly poor business policy.

As we see store keeping, the speedy sale of these goods for room making and stock freshening is imperative—but they should only be sold for what they are and at a price that will make every buyer pleased with his or her purchase—a temporary substantial loss is certain, but the store will profit in the end—in popularity—in new friends and their confidence—a general kindly feeling that contributes to a greater business.

Note Carefully the Former Price—the Sale Price

Business Furniture Department

Never has such an opportunity been known to secure dependable Desks, Chairs, Couches, Divans, etc., as is offered by this sale.

Roll Top Desks

from $40.00 to $34.00
Quartered oak—54 inches wide, high roll, Cutler make.

from $46.00 to $40.00
Quartered oak—60 inches wide, high roll, Cutler make.

from $52.50 to $42.50
Quartered oak—66 inches wide, high roll, Cutler make. Three Desks quoted above have automatic blotter and inkwell attachment.

from $105.00 to $80.00
60-inch quartered oak, swinging pedestals with files; high roll, built-up top.

from $75.00 to $60.00
60-inch Mahogany, fitted interior, pigeon holes and letter files.

from $59.00 to $44.00
54-inch mahogany, high roll, two letter file drawers and closed pigeon holes.

from $65.00 to $40.00
54-inch mahogany, high roll, special finish, Derby make.

from $28.00 to $25.00
Oak—50 inches, high roll, raised panels, hard wood interior.

from $75.00 to $50.00
60-inch Quartered Oak—High roll, Globe make

from $90.00 to $60.00
60-inch Solid Mahogany—High roll, Globe make

Flat Top Desks

from $32.00 to $27.50
50-inch Solid Mahogany—Double pedestal, water rubbed finish, Cutler make.

from $88.00 to $61.00
60 inches long, 40 inches deep—Leather top, swinging pedestal with letter files.

Typewriter Desks

from $21.00 to $17.50
40-inch Quartered Oak—Flat top, single pedestal, built-up base.

from $17.50 to $10.00
36-inch Oak—Roll top, one row of drawers.

from $5.50 to $4.00
Oak—One drawer and folding shelf at side.

from $12.75 to $10.50
Standing Book-keepers' Desks, plain oak, light finish, 5 feet long.

Revolving Desk Chairs

from $5.75 to $4.50, all quartered oak with arms.
from $6.00 to $4.75, all quartered oak.
from $6.00 to $4.50, quartered oak, leather back.
from $8.00 to $7.50, all quartered oak, extra high finish.
from $9.75 to $6.50, all quartered oak with arms.
from $8.25 to $5.50, all quartered oak.
from $6.50 to $4.50, quartered oak.
from $11.25 to $7.50, quartered oak, spindle back.
from $15.00 to $12.00, quartered oak, carved arms
from $12.00 to $8.00, quartered oak, leather back.
from $12.75 to $9.75, quartered oak, leather back.
from $15.50 to $11.00, all quartered oak.
from $27.00 to $14.00, leather upholstered.
from $10.50 to $8.00, all quartered oak.

Morris Chairs

from $12.75 to $8.50, oak and imitation mahogany, stylish cushions.

Business Furniture Department

Leather Couches

From $45.00 to $35.00—Oak base; plain leather stuffed with hair.
From $45.00 to $36.00—Oak base; tufted leather stuffed with hair.
From $51.00 to $25.00—Oak base; tufted imitation leather, steel springs.
From $48.00 to $32.00—Oak base; tufted leather, hair stuffed.
From $25.00 to $20.00—Oak base; tufted imitation leather, steel springs.
From $26.50 to $22.00—Oak base; tufted imitation leather.

Leather Chairs

from $24.00 to $18.50
Revolving, oak finish and high back.

from $33.00 to $18.00
Revolving, oak finish, leather seat and back

from $32.00 to $27.50
Overstuffed side chair—very handsome.

from $45.00 to $39.00
Solid mahogany—directors' pattern—carved top and arms. Leather back.

from $30.00 to $25.00
Revolving, oak finish, low back.

from $50.00 to $43.00
Revolving, oak base, carved back and arms.

from $48.00 to $39.00
Overstuffed, extra large size, spring seat and arms

Leather Divans

from $66.00 to $53.00
Oak base, 72 inches long, tufted arms and back

from $65.00 to $51.00
Quartered oak base and plain back, full 66 inches long.

Card Tables

From $3.00 to $2.00, folding, with green cloth top.
From $35.50 to $29.00, combination, with 4 chairs; weathered oak.

Poker Tables

from $30.50 to $24.50
Weathered oak, reversible top, 6 cups, combination card and centre table.

Revolving Book Cases

From $13.50 to $11.00, cherry finish, 2 shelves high, ball bearings.
From $18.00 to $14.80, oak, 3 shelves high, heavy base.
From $15.00 to $12.80, quartered oak, 3 shelves high, ball bearings.

Cellarettes

From $25.00 to $18.00, mahogany, bottle and glass rack interior.

Copying Presses

From $4.25 to $3.50, 10x12, black enamel finish.
We have a number of Copying Press Stands which we will sell at cost.

Dictionary Stands

From $3.75 to $3.00, black japanned frame, adjustable to any height or angle.

Women's Desks

The really choice things in Escritoires have always been found at the Hoskins Store—the following numbers are no exception. We sacrifice them for room for business furniture.
From $6.50 to $4.50—Plain Oak.
From $9.50 to $7.50—Quartered Oak.
From $15.50 to $12.00—Quartered Oak, special finish, open construction.
From $60.00 to $48.00—Colonial plate glass front, mahogany secretary.
From $58.00 to $40.00—Colonial secretary, bookcase top.

Stationery Department

Bozed Paper and Envelopes
Each Containing 24 Sheets and 24 Envelopes.

An opportune reduction when quantities of inexpensive paper are needed for vacation correspondence.

from 15c to 7c
Standard Angora, variety of dainty tints.

from 45c to 15c
Porté-monnaie—Ecru wove, pattern finish—odd shape.

from 35c to 15c
Initial Paper—stamped in gold and tints.

from 25c to 7c
Initial Paper—stamped in color—letters N, U, X, Y only.

from 50c to 25c
Whiting's Toile—tints, Florian and wood violet.

from 40c to 19c
L'art Nouveau—azure only, drawer box.

from 60c to 22c
Whiting's Parisian Notes—daintily tinted edgings.

Fountain Pen and Cutlery Dept.

Did you ever hear of a Fountain Pen for 25c?—hardly! We are going to discontinue our 50c pen: what we have of them are yours for 25c each.

Fountain Pens . . . . . from 50c to	25c
Fountain Pens, gold bands . . from $1.50 to	$1.00
Fountain Pens, chased barrels, from 75c to	50c
Hoskins' Razors, ... from $1.00 to	75c
Pocket Flasks . . . . . from 60c to	39c
Pocket Knives . . . . . from 25c to	15c
Scissors . . . . . from 25c to	10c

Commercial Stationery Sundries

No business house should overlook this opportunity of saving on the numerous little things that are almost daily needs of the office.

Faber's Rubber Erasers, from 5c to 3c each.
Mill Rubber Erasers, from $1.00 to 80c pound.
Assorted Lead Pencils, from 5c to 3c each.
Mucilage Bottles, from 25c to 10c each.
Ink Stands, from 50c to 35c each.
Sponge Cups, from 35c to 20c each.
Eureka Holsinners, from 50c to 25c each.
Absorbent Pen Cleaners, from 25c to 15c each.
Tin Stamp Boxes, from $1.00 to 80c each.
Barometers, from $3.00 to $1.00 each.
Writing Tablets, from 5c to 3c each.
Geary Photo Envelopes, from $1.20 to $1.00 per hundred.
Assorted Waste Baskets, from 50c to 25c each.
Arm Rests, from $1.00 to 50c each.
Paper Weights, from 50c to 15c each.
Name Directories, from $4.00 to $2.00 each.
Name Directories, from $1.00 to 40c each.
Hexagon Pencils, from 40c to 25c dozen.
Marking Crayons, from 35c to 25c dozen.

Self Piercing Paper Fasteners

No. 41. Per thousand, from 75c to 50c.
No. 43. Per thousand, from $1.00 to 60c.
No. 45. Per thousand, from $1.25 to $1.00.
No. 46. Per thousand, from $1.50 to $1.10.
No. 47. Per thousand, from $2.00 to $1.25.
Check Protectors: from $3.00 to $1.00 each.
Letter Scales, from $12.00 to $8.00.
Letter Scales, from $6.00 to $4.00.
Wessel's Clip Holders, 9x11, from $1.20 to 60c ea.
Wessel's Clip Holders, 9x16, from $2.50 to $1.25 ea.
Wessel's Lock Holders, 6¼x10, from 90c to 45c ea.
Wessel's Lock Holders, 10x12½, from $1.20 to 60c each.
Wessel's Loose Leaf Holders or Binders, an excellent contrivance for filing invoices, bills, orders, etc.

Filing and Card Index Department

Sweeping reductions that should be of especial interest to business and professional men.

from $22.00 to $10.00
6 drawer mahogany cabinet—Globe make—3 x 5 card; duplex rod.

from $70.00 to $30.00
45 drawer quartered oak cabinet—Globe make—3x5 card, duplex rod.

from $84.00 to $63.00
18 double drawer quartered oak cabinet—Globe make—3x5 card; duplex rod. Capacity 80,000 cards.

from $22.00 to $12.00
3 double drawer quartered oak cabinet—Globe make—4x6 card; duplex rod.

Card Index Trays

from $3.00 to $1.50
Quartered oak, with cover—Globe make—size 5x8 with rod; capacity 1000 cards.

from $4.00 to $2.00
Quartered oak, with cover—Globe make—size 5x8 with rod; capacity 1000 cards.

Leather and Fancy Goods Dept.

Hundreds of articles are reduced far below the actual cost of manufacture—to enumerate them here would be impracticable—visit to the store is the proper way. You are sure to find something that catches your fancy and the purchase price so trifling it will amaze you. Buy the Fall euchre prizes now.

A few illustrations of reductions.

Chatelaine Bags from $5.00 to $3.50
Mexican Carved Bags from $2.50 to $1.25
Black Seal Bags from $3.75 to $2.00
Fitted Wrist Bags from $5.50 to $4.00
Grain Wrist Bags from $1.25 to 75c.
Music Portfolios from $2.75 to $1.75
Toilet Sets, in grain leather, from $2.00 to $1.00
Toilet Sets, in alligator, from $4.75 to $3.25
Leather Cigarette Cases from $2.10 to $1.05
Leather Cigar Cases from 50c to 25c
Traveling Ink Wells from 75c to 35c
Leather Covered Clocks from $2.25 to $1.25
Smoking Sets from 50c to 25c
Silver-handled Files from $2.00 to $1.00
Bisque Vases from 50c to 21c
Russian Bronze Vases from $8.00 to $3.00
Articles picked at random, but they fairly illustrate the after-stock-taking reductions all through the department.

Playing Card and Game Dept.

Supply the country or seaside home with means for amusement at trifling cost.

Dominoes in plush boxes from 75c to 25c
Chessmen, French pattern . from $1.25 to 75c
Cribbage Boards, inlaid . . from $1.50 to $1.00
Cribbage Boards, double . from $5.00 to $2.50
Cribbage Boards, single . . from $1.00 to 50c
Poker Sets . . . . . from $20.00 to $12.00
Poker Sets . . . . . from $8.75 to $5.75
Poker Sets . . . . . from $6.50 to $5.00

Kalamazoo Ideal Whist Sets

24 Trays . . . . . from $7.00 to $5.00
20 Trays . . . . . from $6.00 to $4.00
12 Trays . . . . . from $4.00 to $3.00

United States Whist Sets

20 Trays . . . . . from $6.00 to $4.00
16 Trays . . . . . from $5.00 to $3.50
Skat or Solo Chips, from $1.00 to 80c per 100
Backgammon Boards . . from $3.75 to $2.50

WM. H. HOSKINS CO., 904-906 Chestnut Street

FIG. 20

Pre-inventory or after-inventory advertisements are usually mere price lists, giving former and present prices. In this advertisement, the opening talk is good.

Partridge Richardson — Chestnut and Eighth Streets — Partridge Richardson

Mid-Summer Sale of White Underwear, Corsets, Petticoats and Wrappers

Third Floor

The excellent quality of the garments concerned in this sale must appeal to all careful women. The low prices at which we offer them must command the interest of all economical women. In both these features the opportunity is unmatched.

The details that follow deserve most careful reading—yet they only hint of the exceptional chances offered by the sale. You must see the goods and compare them with what others are offering to fully understand the unequaled value-giving of this mid-summer event.

Long Skirts

50c—Muslin and cambric, trimmed with cluster and cord edging.

75c—Muslin, trimmed with cambric flounce and deep ruffle of embroidery.

$1.00—Muslin, vertical flounce of lace insertion, headed with bead cord.

$1.00—Cambric, linen pointed flounce, trimmed with two lace insertions and lace trimmed ruffle.

$1.00—Cambric, many styles, all pretty trimmed with hemstitched pleats, foundation and deep ruffle.

$1.50—Cambric, 20 lb. linen flounce, trimmed with lace insertion and Torchon lace headed ruffle finished with bead.

$1.95—Cambric, vertical flounce of lace with Torchon lace insertion and ruffle.

$1.95—Cambric, vertical flounce of fine embroidered swissette and small pleats, finished with deep embroidered ruffle.

$2.95—Cambric, deep linen flounce, pleated and trimmed with wide insertion and ruffle of linen swissette.

$2.95—Cambric, deep flounce of lace insertion and lace ruffle. Either of the three elaborate styles at $2.95, $3.49, $4.50, $5.00, $5.50 and up to $18.75.

Gowns

50c—Muslin, trimmed with 4 hemstitched pleats and lawn hemstitched ruffle at neck and sleeves.

75c—Cambric, trimmed with insertion and lace ruffle.

$1.00—Nainsook, low round neck with fine insertion heading with edge around neck, short sleeves trimmed with ruffle of blind embroidery.

$1.00—Nainsook, low neck of Torchon lace insertion and edge heading with ribbon, elbow sleeves with lace edge.

$1.00—Cambric, low round neck of fine clusters of lace plaits, five Point de Paris lace insertion, neck and sleeves finished.

$1.25—Nainsook, low, round neck, one insertion of Point de Paris lace insertion and edge heading woven with ribbon running all around neck, short sleeves with lace and ribbon ruffle.

$1.50—Nainsook, low round neck, trimmed with insertion and edge of blind embroidery, headed with ribbon, short sleeves to match, trimmed with ribbon heading and ruffle of embroidery.

Short White Skirts

50c—Two styles, elastic trimmed with hemstitched ruffle; flounce of deep cluster tucks and ruffle. Value $1.00.

50c—Cambric, trimmed with elastic embroidery ruffle, 3 hemstitched pleats and hemstitched hem. Value $1.00.

$1.00—Cambric, trimmed with deep cambric ruffle, two Torchon lace insertion and ruffle of Torchon lace. Value $2.00.

Corset Covers

12c—200 dozen, made of fine quality cambric, full length, low neck, all sizes, 32 to 44, each and workmen neatly bound. A pure cotton corset for every purpose.

15c—Made of cambric, short French effect, with pretty shaping of waist, low neck, lace trimmed.

25c—Cambric, full length, low square neck, wide Torchon lace edge front trimmed with ribbon, neck and armholes trimmed with lace.

Drawers

15c—Good cambric, cut wide and trimmed with 3 rows of cambric ruffle, yoke band.

25c—Cambric, cut wide, trimmed with hemstitched cambric ruffle, yoke bands, open and closed.

75c—Cambric and muslin, twelve styles, trimmed with fine linen hemstitching, and embroidery in lace edge, open and closed.

Children's Drawers

12c—200 dozen made of good muslin, trimmed with deep hem and small pleats, bands have well worked button holes and continuous side facings. Children 1 to 10 years.

Children's Skirts

25c—Made of good muslin, full umbrella shape, 3 pleated with hem and cambric ruffle. For 12 years.

Wrappers

$1.50, worth $2.00 and $2.50—200 well made lawn wrappers, black and white and fancy assorted colors, deep flounce skirts, separate waist lining of linen, armholes neatly bound, different shaped yokes, delicately trimmed, some or in contrasting colors, others with lawn and edged ruffles. All are light and cool for summer wear. Sizes 32 to 46.

Colored Petticoats

50c—Made of excellent quality seersucker, blue and gray stripes, deep blue flounce trimmed with pleated ruffle and two blue stripes. Regular 75c quality

75c—Made of gingham, full width, trimmed with deep gathered ruffle. Value, $1.00.

$1—Made of gingham, extra width, trimmed with deep flounce. Value, $1.25.

$1.50—Chambray, plaids and plain colors, deep flounce trimmed with two small ruffles.

Corsets

50c—Made of fine batiste, a perfect fitting model, medium length, low bust, lace woven with ribbon, top and bottom. Sizes 18 to 30. Value 75c.

50c—Made of batiste, straight front, low bust, closely boned with summer-like coutil, two side steels, garter attachments, trimmed with fine lace woven with ribbon. Sizes 18 to 30. Value 75c.

75c—H and H, made of batiste, gordons length for slight figures, correct fitting in every way. Fine coutil, long bust, trimmed with lace and ribbon. Sizes 18 to 30.

$1.00—Warner's rust proof. Made of well-seasoned, non-rusting, rust-straight lines, top high, low bust, two-inch boning at widening at bottom, top and bottom lace woven with satin cord, elderly models. Sizes 22 to 30.

$1.75—J. B., made of Batiste, fully gored, low cut, low bust, medium short, gored half top, trimmed elegantly with lace and ribbon. Sizes 18 to 30

$1.00—P. D., made of excellent quality batiste, neat and still most well, hose gored, straight front, medium length, well boned lace trimmed with neat embroidery, garter attachments. Sizes 18 to 30.

$2.00—New and exquisite models, made of durable English net and imported batiste, are unusually long, give a wonderful figure, in white or drab. Sizes 20 to 30.

$3.00—Unsurpassed P. D. corset, made of coutil, best wearing net, all whalebone lining, two rows each half long steel and bust steel, trimmed with fine embroidery. Sizes 20 to 30.

Women's and Children's Knit Underwear

An Extraordinary Sale

First Floor

The quantity involved and the value of the garments make this offering quite beyond precedent. Because of the immense underwear business we've done the season we've been able to secure the balance of several manufacturers' stocks at great price concessions. We give you the chance to share the good fortune —for good fortune it is to be able to buy such splendid underwear at so much below its worth. And remember, they are not "bargain goods," but the same excellent garments that we carry in our regular stock.

Women's Underwear

At 9c, worth 12½c—Bleached and Seam ribbed vests, silk taped, lace finished neck, good full size.

At 12½c, worth 25c—Ribbed vests with lace yoke fitted and back, lace trimmed neck and armholes.

At 25c—Women's extra size and short sleevers, wide satinette shape, lace trimmed. These are exceptionally large values.

At 25c—Women's vests, fine ribbed, pearl buttons and fast black seams, in high neck, long or short sleeves; low neck, short sleeves, lace finished.

At 25c each or 2 for $1 00, worth 50c each—Women's fine vests, forms ribbed, low neck, sleeveless, lace insertion trimmed.

At 25c each or 2 for 50c—Women's high neck, short sleeves, gauze vests, silk binding and pearl buttons. Seconds at 25c quality.

At 25c each—Women's silk finished lisle vests, low neck, sleeveless, lace trimmed, in white, pink and blue.

Children's Underwear

At 50c each, worth up to $1 00—Children's summer pants vests, in high neck, long or short sleeves. Sizes from 20 to 34.

At 35c each, worth up to 50c—Children's summer combs gauze vests, in high neck, long or short sleeves; low neck, short sleeves; also lisle pantalettes and boys' drawers.

At 15c each or 2 for 25c, worth 25c or 35c pair—Children's cotton ribbed vests, high neck, short sleeves.

At 12½c each, worth 25c—Children's fine ribbed vests, high neck, long or short sleeves.

At 19c each, worth 25c—Misses' lisle vests, low neck, lace insertion front and shoulder straps.

At 5c each or 6 for 25c, worth up to 15c each—Children's ribbed vests of lisle and cotton, low neck, sleeveless, and with short sleeves.

Housekeeping Supplies

Basement

Need any? If so a stroll through our basement will point the way to practical economies. We've a wide variety of the best things for summer housekeeping at prices which mean a saving on every purchase. The following list is merely suggestive. There are hundreds of other equally attractive values—in fact complete household furnishing department.

Soaps, Etc.

10 cakes of Mineol laundry soap for 50c
10 cakes toilet soap, assorted
12 rolls of toilet paper for 25c.
Sand soap, 3 cakes
Sapolio, 3c cake
Pearline, 4c cake.
Ewell Mott's washing powder, 4c pkg.
A reliable stove polish, paste and liquid, 5c.
Bristol Combo Soap, 6c cake
Avena & Hay Scouring Compound, for 25c.

Sundries

Jelly glasses, with tin lids, 25c dozen.
Masonic jar glasses (pint size), with screw tops, in a fresh crop, just rec'd, 50c quart size, 60c dozen.
Tea wood clothes pegs for 25c.
Wood clothes pins, 6c doz.
Five yards fancy shelf paper, white and gold, 5c
Standing wood clothes dryers, 3 bars, 10c.
Folding wood clothes dryers, 4 bars, 25c.
Tack hammers for the household, 10c each.
Three sewed pocket knives, 10c.
Pallor shoe polishes, 2½, 10c, 15c and 25c.
Five-inch chicken basket, special 29c.
Wood frame clothes wringer, guaranteed one year rubber rolls, $3.25.
Fancy tin, coffee and sugar canisters, 10c. Special
The ventilated saucepans, 2 and 3 pints, for pie or cake bakes, 6c and 10c each.
Tea kettles, 2 quarts, 25c each.
Miners' tea and coffee pots, all sizes, 3 pints to 8 pints, new shapes, 45c.
Mixed tea kettles, copper bottom, 98c.
Corn on cobb holders—
1 qr . $1.30 4 qr . $2.25
2 qr . $1.65 5 qr . $2.50
3 qr . $1.90 6 qr . $3.10
10 qt . $4.95

Silverware and Cutlery

Silver soup, silver tea and table spoons, beaded pattern, 50, and $1.00 per dozen.
Six silver plated knives and forks, $1.50 dozen. Special
Silver plated meat forks, 25c.
Seven piece cruet stands, 75c.
Set of six Wagner flat knives in box, $1.25.
Wagner triple-plated knives and forks, $2.98 quality.
Six guaranteed steel knives and forks, 49c dozen.

Window Screens and Doors

Widest standard window screens, 15 inches high, 28 to 36 inches wide, 25c each.
Extension and wing window screens, all sizes, covered with best wire cloth, 19c, 25c, 29c, 35c, 37c, 49c each.
Best quality screen doors, complete with hooks, 75c, $1.00 each.
Widest standard screen doors, covered with best wire cloth, all wooden frames, complete, 75c each.
Oak hardwood screen doors, covered with best wire cloth, all necessary hardware attached, all sizes, 98c each.
Green wire cloth, all widths, 2c per foot.
Spring hinges to keep screen doors to, 10c.
Door pulls for screen doors, 2c each.

Garden Necessities

Pure rubber garden hose, guaranteed for the season, complete with nozzle and couplings included, 7c ft.
Pure rubber garden hose, complete, in any desired length, guaranteed for 3 years, 11c ft.
Wood hose reels, will hold 100 ft hose, $1.25.
10-inch lawn mowers, guaranteed satisfactory, $3.95.
Lawn benches, very strongly made, 75c and 75c each.
Grass rollers, 19c to 39c.

Refrigerators, Ice Chests and Coolers

Nursery refrigerators, galvanized lined, 12 meat rests packed, separate water compartment, shelved proper, special $23 25
Oak finished ice chest, galvanized lined, shelved varied, special $8.75
Hardwood oak finished, upright refrigerators, galvanized lined, 50 lb ice capacity, three shelves and galvanized drip pan, $5.75
Same style refrigerator with zinc porcelain lined meat rack and three rests, $7.75.
A full line of sideboard refrigerators with marble shelf, porcelain lined set rack, drip trimmings, from $11.50 to $45.00.
Fancy decorated water coolers, galvanized lined, packed, $1.98.
2 gal . 50c 6 gal . $1.25
3 " $1.15 8 " 1.45
5 " 1.15 12 " 2.95
4 " 1.75
A full line of Jewett's and natural stone water filters and coolers combined, at lowest prices.

Our Colonial Ties

at $3.00 and $3.50 pair

First Floor

Every day we receive new evidence of the high regard in which our Colonials are held by discerning women. They found it a hard matter to get Colonial ties that would fit well and feel comfortable until they tried ours—and ours have filled the bill perfectly.

Our Colonials are made on carefully designed lasts and instead of the usual lacing or strap they have a band of silk rubber under the tongue. This feature insures a snug fit over any instep and does away with the gaps at the sides and slippage at the heel, which are the common faults of most Colonials.

And they're a snappy, smart appearance which appeals at once to the good dresser.

They'll wear well, too—the high-class materials and the care with which they are made insure good service.

At $3 00—of Vici kid and patent leather, with hand-turned soles and Cuban heels.

At $3.50—of dull chrome kid or bright Vici kid, with welted and stitched soles and Cuban heels.

Each pair is finished with a pretty gun metal buckle, but many women replace the buckle with a ribbon bow.

Women's and Children's Outing Shoes

Women's canvas outing oxfords with leather soles, $1.50 pair. Light, cool and comfortable, yet strong and serviceable. The very thing for the summer outdoors.

Women's tennis oxfords, of white canvas or Russia calf, with leather or rubber soles, $1.00 pair.

Children's outing shoes and oxfords, made of white canvas or cordie cloth. $1.00, $1.15, $1.35 pair.

Lowest Prices for Laces

First Floor

You'll need plenty of laces for your summer dresses and waists, and this chance to buy the wanted kinds at the lowest prices at which they can be purchased anywhere, should certainly be welcome.

Black Chantilly galloons, medallions and straight insertings one to five inches wide. 5c to 50c yard.

Point de Paris gimp, edging, galloons and appliques in cream and white. 8c to 50c yard.

Fancy Swiss laces and insertings, ½ inch to 2 inches wide. 10c to $3.00 per dozen yards.

All-over lace nets and beadings, 30c to $3.00 yard.

PARTRIDGE & RICHARDSON

Eighth Street — Chestnut Street

Very Great Bargains in Summer Cottons—White and Colored

First Floor

A timely and tempting opportunity for the woman whose own or children's summer outfit is yet to be completed. These are the daintiest and most stylish of cotton goods—and at the following prices they're the best bargains of the season.

Colored Cottons

Swiss' celebrated ginghams in an enormous variety of styles and colors—sold everywhere at 12½c yard. Our price to YOU, yard.

Printed lawns, regularly 15c and 18c yard, at 12½c yard—in white grounds with black and colored dots, stripes and figures.

Dimity and lawns, regularly 10c, at 8½c yard—white grounds with black stripes and colored figures.

Satin striped batiste, regularly 12½c, at 10c yard—white grounds with black and colored figures; no border.

Novelty suiting, regularly 15c, at 12½c yard—white grounds with black and colored figures; no border.

40-inch chambrays, 15½ yard—an exclusive value, controlled by us in Philadelphia—in solid tan, pink, blue, green and red. Printings of equal value at the price can be found anywhere else

at 15c—Made of gingham, extra width, trimmed with deep flounce. Value, $1.00.

$1.50—Chambray, plaids and plain colors, deep flounce trimmed with two small ruffles.

Corsets

50c—Made of fine batiste, a perfect fitting model, medium length, low bust, lace woven with ribbon, top and bottom. Sizes 18 to 30. Value 75c.

50c—Made of batiste, straight front, low bust, closely boned with summer-like coutil, two side steels, garter attachments, trimmed with fine lace woven with ribbon. Sizes 18 to 30. Value 75c.

75c—H and H, made of batiste, gordons length for slight figures, correct fitting in every way. Fine coutil, long bust, trimmed with lace and ribbon. Sizes 18 to 30.

$1.00—Warner's rust proof. Made of well-seasoned, non-rusting, rust-straight lines, top high, low bust, two-inch boning at widening at bottom, top and bottom lace woven with satin cord, elderly models. Sizes 22 to 30.

$1.75—J. B., made of Batiste, fully gored, low cut, low bust, medium short, gored half top, trimmed elegantly with lace and ribbon. Sizes 18 to 30

$1.00—P. D., made of excellent quality batiste, neat and still most well, hose gored, straight front, medium length, well boned lace trimmed with neat embroidery, garter attachments. Sizes 18 to 30.

$2.00—New and exquisite models, made of durable English net and imported batiste, are unusually long, give a wonderful figure, in white or drab. Sizes 20 to 30.

$3.00—Unsurpassed P. D. corset, made of coutil, best wearing net, all whalebone lining, two rows each half long steel and bust steel, trimmed with fine embroidery. Sizes 20 to 30.

White Fabrics

India linon—one of the best values of the season—a fine fabric for waists or summer dresses. Regular 18c quality at 12½c yard.

Lace stripe lawns, a light airy fabric for sheer waists, dust coats and summer dresses. With border and figured. Regular 15c quality at 12½c yard.

Satin striped grenadines, the popular 40c quality, but because the patterns assortments are broken you buy them at 19c yard.

Five Remarkable Waist Bargains

Second Floor

At 65c—Waists worth up to $2.00. A collection of broken lines of $1.00, $1.50 and $2.00 waists. Not all sizes in each style, but all sizes in the lot.

At $1.00, worth $1.50 and $2.00—Embroidered front white waists, tucked yoke and cuff, button front or back; also fine assortment of black and white striped and dotted batiste waists.

At $1.50, worth $2.50—Fine white lawn waists. Val. lace or embroidery trimmed, some shirts all-over embroidery fronts, button back, tucked cuff and stock.

At $2.95, worth $4.00 and $5.00—Sweaters and Persian lawns beautifully trimmed with lace and embroidery.

$3.95, worth $5.00 and $6.00—Fancy waists with demi-sleeves and low neck; also long sleeves and high neck, trimmed with Irish embroidery, Val. lace, medallions and fine tucks. All the season's best styles.

Fine Ribbon Values

Nothing but such splendid values as the following could explain the rushing ribbon business we've been doing this season. The wanted kinds have always been cheapest here.

4-inch satin taffeta ribbon, fine quality, in pale blue, pink, Nile green, cardinal, cadet and turquoise, suitable for the new style sashes; worth 49c, at 29c yard.

4-inch Louisine ribbon, with satin edge rings and dots; worth 20c, at 15c yard.

2-inch black gros-grain ribbon, with narrow white stripes, the correct ribbon for hat bands, at 25c yard.

No. 1 best quality colored velvet ribbon, 37c piece.

Women's Sailor and Outing Hats

Second Floor

An excellent variety and excellent values.

Large assortment of women's sailors in split straw, Smyrna and plain-plait braids, with ribbon and leather sweat bands, 39c, 49c, 75c, $1.00 to $3.95.

Splendid variety of women's crush and duck hats, trimmed with quills and wings, 75c and $1.00

Fine straw crush in women's fur felt outing hats, in white, navy and biscuit shades, $1.75 to $6.95.

Exceptional Embroidery Values

Second Floor

A large lot of Lace Swiss, embroidered and medallion edgings, two to five inches wide, and insertings one to two inches wide, to match, has come to us for selling at ½ to ⅔ less than regular prices.

Edgings in lot 1 yard 15c to 50c a yard—some you can buy three at 10c to 25c yard.

Allover embroideries in open work and real patterns, worth $1 25 yard, at 69c yd.

FIG. 21

A delightfully clean and summery advertisement. Note that the firm name is prominent but not obtrusive. The panels are separated by white space instead of heavy borders

means of keeping cool and comfortable. Remind the public of the coolness of the store. Advertise to give an ice-cream-soda check with every dollar purchase. Invite people to "step in and rest and enjoy the orchestra music while eating ice cream in the store's electrically cooled restaurant." Such lines of early summer goods as were not sold during the July clearance sale should be offered at prices that will positively move them. With many stores, this is inventory month and the month for midsummer clearance. Many persons start on their vacations in August and need trip supplies; the vacation-supply idea is a good one for a number of August advertisements.

54. September Sales.—The first month of fall marks a general increase in business. Vacationists have returned and are ready to attend the fall openings. Displays of new cloths and new styles in men's, women's, and children's clothing attract the crowd and pave the way for future business. Then, there are new hats, gloves, hosiery, shoes, men's furnishings, and dozens of smaller lines that are in demand, ready to respond quickly to advertising stimulation. The pickling and preserving season is at hand, and the grocery and house-furnishing departments can be kept busy helping housewives lay up their fall and winter food supplies. The cool evenings cause people to provide for indoor comforts, and special sales of books, lamps, furniture, carpets, and curtains will be well attended. Clothing and supplies for school children are subject to a sudden demand because of the reopening of the public schools, and the well-advertised department store will get the cream of this business. Advertisements during this month can deal largely with new goods rather than with a great many cut-price offerings.

55. October Sales.—The first frosts are pertinent reminders of the need for woolen underwear, hosiery, and heavy clothing. Business comes easily in October, and all seasonable stocks respond quickly to good advertising. The bargain style is not so essential as in the duller months, and the advertisements may be of a more general character.

Toward the last of the month, however, special sales of fall overcoats, women's jackets, and millinery may be run if there is any lull in business activity.

56. November Sales.—In November every effort is made to close out all autumn goods. Heavy underwear and winter hosiery are pushed to the front, and winter-clothing sales increase daily as the month wears on. Thanksgiving affords a splendid opportunity for a special sale of groceries, cutlery, and table furnishings. The theatrical season is now in full swing, and the social activities of the month make jewelry, furs, silks, laces, etc. especially salable.

Fig. 22 is an example of a November advertisement.

57. December Sales.—From the point of view of the advertising manager, the holiday season begins right after Thanksgiving. Special sales of dress goods and materials for home-made Christmas presents are timely and effective. Such materials sell well up to within a week before Christmas. Immediately after December 1, the advertisements should be full of special items describing articles suitable for Christmas gifts, helping persons to make selections from the varied assortment on sale in the store. It is characteristic of Americans to put off buying Christmas presents until the very last day or two. As a result, the store is likely to be so crowded that trade is actually kept away. Valuable goods are damaged in the rush, and the procrastinating customers usually go away dissatisfied with the things they have purchased chiefly because they did not know what else to buy. The enterprising advertising manager endeavors to obviate these undesirable conditions by encouraging the early purchase of presents. Many persons buy such substantial presents as furniture, silverware for the table, etc., and it is easy to stimulate early buying in these lines. For example, the suggestion can be made that by buying silverware early, initials can be engraved before the 25th. This suggestion would likely relieve the engraving department a little.

Fig. 23 is a typical illustration of a December advertisement.

Enthusiastic Crowds Grow Bigger Day by Day

The Entire Stock of Marks Bros., Arch and Eighth Streets—$750,000 Worth at Retail

MISS GORMAN, recently with Marks Bros., has just returned from New York, where she attended the Horse Show and renewed the acquaintance. Miss Gorman is brimful of ideas and will be pleased to see her friends and patrons at our Millinery Rooms, 11th and Market Streets.

Snellenburgs

ENTIRE BLOCK—MARKET, 11th to 12th STS.

Marks' $35 Dress Robes for $17.50
—Well made, correct styles and perfect designs. Then there are fine imported dress robes of Crepe de Chine, Lace, Net, Broadcloth, Venetian, Voile, away under Marks prices—$40, $50, $60, $75 and up to $100.

Snellenburgs Sale—Marks Bros.' Stock

Marks' Fine Silks at Big Reductions

Marks' $1 and $1.25 Fancy Taffetas, 55c

Silks went with a rush last week, but still plenty left—we do not show the whole stock or anything like it in so short a while. What a time we'll have tomorrow with this fancy taffeta silk sold each looking at prices 55c a yard, less than half what Marks' sold them for. They're are all perfectly fresh and the colors are excellent—no never saw prettier patterns than those fancy taffetas. If you are thinking at all of a new waist or dress we don't see how in the world you can do better than to share the bargains. Five 'or shades, too, and exceptionally attractive for linings. Dressmakers, do you know what is going on?

Black Taffeta—guaranteed not to cut—it's a good black, and the silk is strong and heavy—makers use them for linings, 39c a yard, Marks' price 39c.

Black Taffeta, 42 inches wide—heavy and strong—an extra quality for linings, and the kind that Marks' sold for $1.25 a yard—Marks' price 75c a yard, not enough for a dress.

Black Taffeta—guaranteed not to cut—it's a good black, and the silk is strong and heavy—makers use them for linings, 39c a yard, Marks' price 39c.

Black Taffeta, 42 inches wide—heavy and strong—an extra quality for linings, and the kind that Marks' sold for $1.25 a yard—Marks' price 75c a yard, not enough for a dress.

Black Taffeta—guaranteed not to cut—it's a good black, and the silk is strong and heavy—makers use them for linings, 39c a yard, Marks' price 39c.

Snellenburgs Sale—Marks Bros.' Stock

Marks' $4.50 to $6 Silk Velvets, $1.50

At the Horse Show over in New York last week gowns of velvet were all the rage. Does that show you how fashionable velvets are? There's no reason why you shouldn't be right in line when you can buy Marks' $4.50 to $6 *all said fancy* Velvet at such an absurd price as $1.50—real velveteen would cost as much or more. The colors are beautiful, every shade of the rainbow shows in the collection, deep, rich pile, closely woven, swell to the eye and soft to the touch. Never less than three and oftener four yards for the usual cost of one. What a bargain!

Marks' $1.25 Velvet Ve in nearly all the shades made. Very useful fancy velvet—price 69c. Marks' $1.50 and $1.75 Velvet—a fine quality in all and a fine variety of colors—price 98c. Marks' $2 Velvet—a beautiful quality in many colors—price 98c. Marks' $2.50 Velvet—a fine quality in many colors—price 98c. Marks' $3 Velvet—a fine quality in many colors—price 98c. Marks' $3.50 Velvet—a fine quality in many colors—price 98c. Marks' $4 Velvet—a fine quality in many colors—price 98c. Marks' $4.50 to $6 Velvet—a fine quality in many colors—price 98c.

Snellenburgs Sale—Marks Bros.' Stock

Marks' Dress Goods at Big Reductions

Marks' 65c All-wool Granite or Mistral Cloth, 37½c

Nothing to do but to sell them quick, and the way to sell them quick is at prices that will make your head swim, no matter how fine and fashionable. Let's begin with this all wool Granite and Mistral dress goods, it's very popular this season, and we've got a bargain that is shown like the headlight of a locomotive on the darkest night—there are all sorts of colors and you've no idea how beautiful it is until you see it. No wonder it's fashionable! And we haven't half enough at 37½c a yard instead of Marks' price, 65c. Look for anything you have set your mind on in dress goods—you'll find it at such prices as will astonish you.

Venetian Cloth, Serge Cheviots and Silver-ray—all good evening and theatre dress goods. We have some of the best of Marks' 75c yard goods, and they will take the first call at 49c a yard.

Fancy Mixed Cheviots or others, together with a few all wool dress goods—the kind that Marks' sold for $1.00—now they're 49c.

Imported Cloths for Waists—the newest ideas in many colors—small and up-to-date. Marks' bought them at 50c a yard, and they're now on sale at 25c.

Broad cloths—the kind for dress and for waists and other purposes. Marks' mixed these to sell at 50c a yard, we have bought them at half and mean to sell them at 25c.

Beautiful Scotch Suitings in pattern suits, with enough for skirt and waist—the kind that Marks' sold at $1.50 a yard—Marks' price at 75c a yard, not enough for a dress.

Imported Wool Patterns—The very latest designs. They come with Persian trimmings and are in an endless variety of colors—Marks' sold them for $4.98 and $5.98. There is no chance to measure at our price, $2.98.

Snellenburgs Sale—Marks Bros.' Stock

Furs—Well made, properly cut, a carefully chosen assortment, that's the Marks' fur stock. Here's a beautiful squirrel set for $39. Marks' asked $72.00 for it. A sable raccoon long boa for $12.95. Marks' wanted $17.50 for. Then there's an exquisite marten and Persian stole, Marks had marked $60.00, reduced to $44.50. If you'll look at this magnificent Hudson bay sable set—scarf and muff, new shape—you'll see why Marks' price was $165.00—we put the price down to $115.00. For $22.50 you can have this beautiful Isabella fur double Boa. Marks' price $30. Real marten victorines with eight natural tails, $13.95, Marks' price $17.50. Long marten boas, Marks' price $30.00, are to go at $24.50.

Sable and Scarf with two large tails. Marks' price $8.95, our price $5.95.

Marten Scarf, cluster of six tails. Marks' price $9.95, our price $6.95.

Marten Victorine Scarfs, fancy shale effect with eight tails. Marks' price $15.00, our price $9.95.

Chinese Lamb Coat, lined throughout with good quality of Italian cloth, high storm collar and large sleeves. Marks' price $40.00, our price $14.95.

Electric Seal Coat with lining and storm collar of electric chinchilla, tailed and lock sleeves with 4½ inches of fur. Marks' price $75.00, Summer's sales, Marks' price $45.00, our price $29.95.

Reversible Coat very latest shape, high storm collar, double breasted box front, fine sleeves, lined throughout with Skinner's satin. Marks' price $40.00—our price $24.95.

Snellenburgs Sale—Marks Bros.' Stock

Underwear—Women's and Children's—You will never be able to buy so cheaply again—at least not from a regular store.

Women's cotton vests and pants—fleece lined, ribbed, in grey only. Marks' price 25c apiece, our price 18c each.

Women's cotton, wool, light thread and merino shirts, pants, corset covers and a few union suits. Marks' price 50c and 65c, our price 39c.

Women's fine fleece lined underwear in all the popular weights—white and natural—all styles to fit all figures—vests and pants, or all styles to fit one. Regular 75c and 85c qua ity in Marks' our price 49c.

Women's imported 3-thread wool, cotton and thread, with elastic, gauze weight—the kind that Marks' sold for $1.25 a garment—our price 79c.

Women's imported fine wool, cotton and thread, with Summer's satin. Marks' price $1.50—our price $1.00.

Snellenburgs Sale—Marks Bros.' Stock

Corsets—You can find no better corsets to have been accustomed to wearing—the regular R. & G. C. B. Thompson's, Warner's, Bon-ton, Straights front. New stock that Marks' had put in for fall and winter trade, so we can give you any sizes and any color. The price exactly half Marks'—$2.00 for $1.00. The Nemo Delta Top and the Nemo self reducing in long of short waists, drab white or black, that Marks' never sold for less than $2.50. We have marked $1.75, but there are not very many of these Nemo corsets than, our price 98c. The Marks $1.75 to $3.00 Corsets—in the popular makes—such as P. N. C. B. and R. G. are now $1.25.

Snellenburgs Sale—Marks Bros.' Stock

Dress Trimmings—The new braids and garnitures and revers in spangled and appliqued designs that Marks' in such great variety are so cut in prices that they will want to buy enough for next Winter. Marks' figures went up to $3.50 each, our prices run from 98c to $1.50, quite a difference. Then those braid, spangled and applique effects to the yard that formerly in their old home sells for more than in some cases three times as much will tempt you. They used to be up to $2.00 a yard, they are now 50c a yard all 'round.

Snellenburgs Sale—Marks Bros.' Stock

Clothing for Men and Young Men. Don't lose sight of the fact that Marks' clothing is up to the standard of the usual ready-to-wear. Exactly the cloths and colors and patterns and styles every man—young or old—is looking for. Buy what you like and juggle the dollars saved in profit.

Marks' $5.00 Suits to go at $2.98
Marks' $6.00 Suits to go at $3.50
Marks' $7.50 Suits to go at $4.50
Marks' $8.50 Suits to go at $5.75
Marks' $10.00 Suits to go at $6.75

Overcoats for men and young men:
Marks' $6.00 Overcoats to go at $3.98
Marks' $7.50 Overcoats to go at $4.98
Marks' $10.00 Overcoats to go at $6.75
Marks' $12.00 Overcoats to go at $7.75
Marks' $15.00 Overcoats to go at $9.75
Marks' $18.00 Overcoats to go at $11.75
Marks' $20.00 Overcoats to go at $13.75

Snellenburgs Sale—Marks Bros.' Stock

Dress Linings—On this Marks' 50c Sloper Velour you will save 15c the yard—our price being 35c. If you are not familiar with the stuff, you want to see how handsome it is—it's finely mercerized and looks so much like watered silk that it is used oftenest for drop skirts and underslips for net and lace dresses. The 19c a yard Hair Cloth is what Marks' asked 40c a yard for. It is 37 inches wide—best quality. Percaline, fast black—and the colors, also —what Marks got 18c a yard for is now 12½c a yard.

Snellenburgs Sale—Marks Bros.' Stock

Flannelette Petticoats—It would be impossible for us to sell these for anything less than Marks' price, $1, if they hadn't come to us in the way they did—of heavy seersucker or gingham, with ruffles, 69c. The same argument applies to the black sateen petticoats with deep ruffle but it is 50c that Marks' sold for $1.00. As good a bargain as any is this petticoat of black sateen with festooned ruffle, finished with ruching, 98c, instead of the $1.50 Marks' tag called for. For $1.98 you can have Marks' $2.50 petticoats of heavily mercerized black sateen, lined, finished with tucked ruffles.

Snellenburgs Sale—Marks Bros.' Stock

Boys' Clothing—Good looking double breasted Suits of all wool blue or fancy cheviots, for boys of 8 to 16 years, $2.75 Marks' price $5.00. Blouse Suits for bright little chaps of 3 to 10 years, $2.50. Marks' price $3.00—these are of blue cheviot, collar neatly trimmed with white and braid. Fine lot of fancy cheviot, double breasted Suits for boys of 8 to 16 years, $2. Marks' prices $3 to $3.50. Knee Trousers of all wool fancy cheviots for boys of 4 to 10 years. Marks' price $1.00 to $1.25.

Snellenburgs Sale—Marks Bros. Stock

Corsets—You can find no better corsets to have been accustomed to wearing—the regular R. & G. C. B. Thompson's, Warner's, Bon-ton, Straights front. New stock that Marks' had put in for fall and winter trade, so we can give you any sizes and any color. The price exactly half Marks'—$2.00 for $1.00. The Nemo Delta Top and the Nemo self reducing in long of short waists, drab white or black, that Marks' never sold for less than $2.50. We have marked $1.75, but there are not very many of these Nemo corsets than, our price 98c. The Marks $1.75 to $3.00 Corsets—in the popular makes—such as P. N. C. B. and R. G. are now $1.25.

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Snellenburgs Sale—Marks Bros.' Stock

Women's Petticoats—It would be impossible for us to sell these for anything less than Marks' price, $1, if they hadn't come to us in the way they did—of heavy seersucker or gingham, with ruffles, 69c. The same argument applies to the black sateen petticoats with deep ruffle but it is 50c that Marks' sold for $1.00. As good a bargain as any is this petticoat of black sateen with festooned ruffle, finished with ruching, 98c, instead of the $1.50 Marks' tag called for. For $1.98 you can have Marks' $2.50 petticoats of heavily mercerized black sateen, lined, finished with tucked ruffles.

Snellenburgs Sale—Marks Bros.' Stock

Marks' Trimmed Hats and Trimming

We've about two thousand trimmed hats left from last week's big selling—and every one is a beauty—the perfection and elegance that have made Marks' famous for almost forty years. Prices are about half—often less than half. $2.50, $3, $3.50, $4, $4.50, $5, and so on up to $12. For hat Marks asked $5.00 to $25.00 for.

Black Velvet Hats, Marks' price $2.50—Trade Velvet Hats, Marks' price $3.50—Fine Velvet Hats, Marks' price $4.98—Velvet Hats trimmed with velvet ribbon, feathers, quills and tips.

Hats, Marks' price $2.00—Ready-to-wear French Felt Hats and Velvet Hats trimmed with ribbon, Marks' price $2.98.

Hats, Marks' price $3.98—Children's Trimmed Hats, fur trim, and Children's Felt Hats, trimmed with ribbon and quills.

Hats, Marks' price $3.98—Misses' and Children's French Felt Hats, trimmed with velvet ribbon.

Hats, Marks' price $4.98—Misses' and Children's Fine Felt Hats, trimmed with ribbon and velvet buckles.

Hats Trimmed Free of Charge

Snellenburgs Sale—Marks Bros.' Stock

Pictures at three-some-a-time to buy pictures by the yard, with Marks' collection going for a song. The variety of subjects takes in everything, and the frames are beautiful. We've got everything in shape for a day's big business—surely we shall get it with prices away below wholesale cost. Divide the lots into odd and even numbers and buy by the yard.

Table 1—At 7½—Pictures Marks' have been getting up to $1.00—comprising hundreds of subjects, in gilt, oak and black frames.

Table 2—At 15—Pictures Marks' have been getting up to $1.50—Pompeiian frames, engravings, etc.

Table 3—At 25—Pictures Marks' have been getting up to $2.00—many subjects, in square and oval frames.

Table 4—At 39—Pictures Marks' have been getting up to $2.50—Pictures in all frames, in rich Roman gold, mission, weather colors, oval frames.

Table 5—At 50—Pictures Marks' have been getting up to $3.00—Pictures in rich Roman gold, mission, weather colors, oval frames.

Table 6—At $1.00—Pictures Marks' have been getting up to $5.00, odd pictures, in rich Roman gold, mission, weather colors, oval frames.

Snellenburgs Sale—Marks Bros.' Stock

Handkerchiefs—Women's and Children's—Cheap enough to buy by the dozen.

Women's soft finish regular made Hose in black or colors—the kind Marks' got 20c for, our price 12½.

Women's imported hose or cotton—plain black, drop stitch—and there are some fancy colors with Marks' the quality for 25c.

Women's imported fine lisle thread or cotton Hose—plain, drop stitch, lace effects, embroidered effects. Marks' sold them at 50c to 65c, our price 35c.

Women's imported fine or cotton Hose ten or less effects, plain black, embroidered or plain. Marks' price 75c, our price 49c.

Women's fine imported lisle thread or cotton Hose, lace effects, embroidered effects, plain black and fancy colors. Marks' price $1.00 and $1.25, our price 65c.

Children's regular made Hose —black with white spots, fancy patterns, also some plain black cashmere in fast and late lace Socks. Marks' price 25c, our price 15c.

Children's fine imported silk-plaited Hose, plain colors and some black, not all sizes. Marks' price 75c and 98c, our price 50c.

Snellenburgs Sale—Marks Bros. Stock

Women's Waists—Guess we won't have any trouble selling Marks' 75c heavy flannelette waists at half price, 38c—and you won't have any trouble finding one in your ideas —pretty striped and figured effects. And because we expect such a big crowd we've gone to work and put Marks' $1.25 fine mercerized sateen waists for the same money. Both are made with tucked or full gathered front and finished on the newest style sleeves.

Marks' $2.50 All Wool Scotch or French Flannel Waists tucked or gathered front, right up to the throat, with the new sleeves in any way you choose to have it—Marks' $3.50 and $4.98 Taffeta Silk Waists of fine Moire, high Bell, highly gathered, Marks' price $3.98, our price $1.98.

Snellenburgs Sale—Marks Bros.' Stock

Umbrellas—Union Taffeta Silk Umbrellas size 26 inches, steel rod, case to match, large line of paragon and silver mounted handles. Marks' price $1.75, our price $1.25.

Gents' Lustrous Gloria Umbrellas, steel rod, paragon frames. Marks' price $1.00, our price 69c.

Snellenburgs Sale—Marks Bros.' Stock

Ribbons—Odd lot No. 16 satin and grain Ribbons in colors. Marks' price 40c. Our price 15 pieces of 5 inch Marks' price 98c. Our price

Colored satin and grain Gros Grain Ribbons, Nos. 40 and 60, Marks' price 10c and 12½c, our price 7½c and 10c.

Cloth Set of silk ears, 3 pieces, white ends, Marks' price 25c, our price 15c.

All silk satin and grain picot Ribbon 15 inches wide, Marks' price 15c, our price 9c and 10c.

Snellenburgs Sale—Marks Bros.' Stock

Women's Underskirts—Made of fine Taffeta Silk Underskirts, with deep accordion pleated flounce, in black, navy blue, green, brown, garnet and gray. Marks' price $5.00, our price $3.98.

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Snellenburgs Sale—Marks Bros.' Stock

Women's Underwear—Fleece lined, ribbed, in grey only. Marks' price 25c apiece, our price 18c each.

Women's fine fleece lined underwear in all the popular weights—white and natural—all styles to fit all figures—vests and pants, or all styles to fit one. Regular 75c and 85c qua ity in Marks' our price 49c.

Women's imported 3-thread wool, cotton and thread, with elastic, gauze weight—the kind that Marks' sold for $1.25 a garment—our price 79c.

Women's imported fine wool, cotton and thread, with Summer's satin. Marks' price $1.50—our price $1.00.

Snellenburgs Sale—Marks Bros.' Stock

Toilet Articles, Pins and Things—Will not put in a stock when you can get them at such little prices we have made at Marks' regular prices.

Lava Soap, Eider Flower Toilet Soap, half pound bar, Marks' price 10c.

Lava Soap—Turtle Oil Toilet Soap 3c, Marks' price 10c.

Lava Soap—Violet Toilet Soap 3c, Marks' price 10c.

Lava Soap—Jockey Club Toilet Soap 3c, Marks' price 10c.

Hunter's Violette Face Powder 15c, Marks' price 25c.

Hunter's Violette Talcum—medicated—Marks' price 15c.

Marks Bros.' Talcum Powder, Marks' price 25c.

Marks' Pink Pills for Pale People, Marks' price 25c.

Glen Hair Pins, best imported 3c box, Marks' price 5c.

Hair Pins, straight or crimped, 3c bundle, Marks' price 5c.

Wavy Hair Pins, straight or crimped, 3c bundle, Marks' price 5c.

Wheelbone, best short, 10c each strips, 10c each, Marks' price 15c.

Snellenburgs Sale—Marks Bros.' Stock

House Furnishings—Probably the strongest part of the Marks' House furnishing store was their steel enameled ware. The tea pots, the sort they sold for 25c and 35c, are the size three quarts, 19c. 50c Coffee Boilers are now 29c. The linings that come in so useful, such as drapery scrims, are here for 5c, half the Marks' price. And the pretty cream art lace that we used to get 25c. Make up your hat from few of the items named, perhaps they will suggest others we don't think of.

Enamel Mat Marks used to get 15c for at 10c.

Cranberry Mat, Marks' price 25c, our price 15c.

Tumbler Holder, Marks' price 5c, our price 3c.

Salt Boxes, Wood, Marks' price 10c.

Salt Boxes, Tin, Marks' price 15c.

Bird Perch, Tin, Brass, 10c, Brass or Marks' price 15c.

Canton Dish Mops 3c, Marks' price 5c.

Paste Blacking, Marks' price 10c.

Paste Blacking, cleaned ends, 5c, Marks' price 10c.

Hearth Brushes, short tow, Tuckers dropped, 20c—Marks' price 35c.

Oil Cooking Stoves, Sterling Portable, with tank, 3 burners, Marks' price $3.98—our price $2.98.

Marks' $2.75—Marks' $2.50 to—

FIG. 22

This advertisement, which is one of a series, offers suggestions as to changes in copy for the same sale. Different lots of the goods were featured on different days

Lit Brothers

Hats Trimmed Free of Charge

MARKET, FILBERT, EIGHTH AND SEVENTH STREETS

LIT BROTHERS

THIS STORE IS OPEN IN THE EVENINGS UNTIL TEN O'CLOCK

Here Are "Just the Things" for Christmas

THE useful is combined with the ornamental in this superb array of holiday merchandise from all parts of the world. The great invasion of seekers after Christmas gifts has not in the least disturbed our wonderful store organization. There's comfort in shopping here, too, notwithstanding the colossal crowds. Wide aisles, broad staircases, the moving stairway and 14 passenger elevators aid folks in getting around the store comfortably.

Solid Silver Ware

Rich articles in silver will always be a standard favorite for gifts—a magnificent assortment here.

Sterling Silver Nut Bowls and Bon-bon Dishes—green or strawberry design. French gray finish $10.50 and $12.50 each.

Sterling Silver Compotes—with French gray bowls $14.75

Children's Sterling Silver Cups. $2.75 to $6.00.

Sterling Silver Napkin Rings. $1.15 and $1.50.

Sterling Silver Dessert Vases—an unusual gem. $8.75 to $10.00.

Sterling Silver Tea Spoons. A dozen, $6.00 to $13.00

Sterling Silver Table Spoons and Forks. A dozen, $13.50 to $22.00.

Third floor.

Superb Jewelry

Exquisite taste guided the expert who selected this magnificent array of holiday jewelry. Highest qualities are combined with the lowest prices:

Diamond Horseshoe Pins—set in platinum—$23.50.

Diamond and Pearl Quadruple Mesh Pins—set in platinum—$46.00.

Diamond Fleur de Lis Pins—set in platinum—$37.50.

Pearl Scarf-pins—with diamond centre—$18.25.

Pearl Pin-sets—with diamond centre—$15.50 and $26.00.

Solid Gold Rope Chains—set with baroque pearls—$15.50.

Solid Gold Fancy Link Chains—set with pearls—$25.00.

Solid Gold Necklace Clasps—$1.50 to $3.00.

First floor.

Jeweled Rings

My, my, how they sparkle in their beautiful cases! Brilliant gems—beautiful settings! A superb collection, indeed.

Diamond Cluster Rings—for ring-finger, $25.00 and up.

Diamond Rings—Tiffany setting, $21.50 and up.

Real Pearl Rings—White single pearl centre, $6.75.

Real Pearl Cluster—Five pearls, $12.00.

Genuine Opal Rings—Set with three large opals, $5.25.

Women's Rings—Fiery settings, $3.98 up.

Men's Signet Rings—Extra heavy, $6.25 to $15.00.

First floor.

Furniture Hints

Many bright ideas in present-giving may be gleaned in our Furniture Department.

Writing Desks—Made of fancy birch or imitation mahogany; large drawer and lower shelf. Worth $6.25—now at $4.98.

Parlor Rocker—Selected oak or mahogany finish; high polish; upholstered in velour; handle bar. Usually $6.00—now reduced to $3.75.

Morris Chair Rockers—Quartet back; broad arms; handsomely carved; upholstered in velour, highly finished frame. Worth $7.50—now at $5.98.

Parlor Tables—Solid oak; highly polished in silk damask; fancy turned legs; lower shelf. Worth $3.75—now at $2.98.

Quartered Oak Dress Closets—French plate mirror top; two small and one glass door. Usually $25.00; $17.98.

Fourth floor.

The Oriental Room

If you are thinking of fitting up or redecorating an Oriental room or cosy corner for husband, brother or son, here are a few suggestions that will certainly help you:

Draperies—Rose pink long; very wide; handsomely embroidered with silk in the rose and Oriental effect. Worth $10.00. Special at $5.48.

Oriental Draperies—Dark red; edged with velvet effect. Worth $6.00. Special at $3.98.

Oriental Draperies—Dark red; edged with velvet effect. Worth $4.00. Special at $2.48.

Oriental Draperies—Dark red; fringe; in short pieces, but large enough for fancy decorations. Worth $1.25, at 69c.

Third floor.

China, Bric-a-Brac, Etc.

The seeker after pretty presents out of the ordinary will find a wonderful variety in our big Basement—particularly in the Art Room, which holds a stupendous collection of exquisite objects from all parts of the world.

Art Pottery Mantel Vases—Green designs on relief outlined with gold. 75c.

Clocks—French gilt clocks with Cupid designs. Specially marked $2.48.

Brass Trays—With carnation design and gold striping. $1.98.

Tiny Bottles—Green pressed Cathedral china, pottery decorated, trimmed with gold. 49c each.

Basement.

Art in Lamps

All the newest ideas in construction—all the latest styles in globe shades—and all the most beautifully decorated designs.

Decorated Parlor Lamps—in rich, glass effect; decorated in vivienne green—$3.49 each.

Library Lamps—of mission style, complete with shades—$3.98.

Parlor Lamps—Art Nouveau designs, French gilt finish ornamentation; 12-inch globes, special—$4.98.

Night Lamps—assorted colors, complete with burner, wick and chimney—10c.

Lamps—Nickel lamps for library or dining room use, will radiate a warm 20 foot aspect; complete with vase, globe shade and chimney—$1.25.

Rich Cut Glass

You will find in the Art Room on the Basement a particularly brilliant display of all the newest styles and cuttings of the finest cut glass in America. Many of the designs are exclusive. Prices are very low.

Cut Glass—Colonial or hob nail cutting, new exclusive star centre, $4.50.

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Jelly Dishes—Tooth cut; new cutting, $4.50.

Cut Glass Cream Pitchers—Chrysanthemum cutting, $4.75.

Decorated Water Bottles—Complete with tray; tulip shape. $5.98.

Syrup Pitchers—Triple-plated tops, Bohemian green cuttings. $1.98.

Basement.

Furs

Stylish Furs

Was ever a woman born who would not welcome a fur garment or neck piece at Christmas time? One superb assortment makes selection easy.

Black Fox Boas—selected three-skin fox tails. Regular $27.50 kinds, at $21.98 and $24.98.

Genuine Electric Seal Coats—lined with real marten yoke. Worth $48.98, at $37.98.

Ladies' Jackets—Black Thibet, 32-inches, at $9.98.

Ladies' Fur Capes—Black Thibet, made of selected Siberian goat; full sweep; high storm collars and large sleeves. Worth $20, at $15.98.

Stylish Electric Seal Coats—lined with guaranteed satin. Worth $38 at $31.98.

Handsome Electric Seal Coats—high storm collars and large sleeves. Worth $75 at $59.98.

Muffs—Cast-iron muff with guaranteed satin, large collars and sweet. Worth $30—special at $23.98.

Genuine Persian Lamb Coats—Loose fit. High storm collars and large sleeves. Worth $200—our price $149.98.

Fourth floor.

Art Needlework

That beading covers a wide range of the most beautiful articles—many of them simply superb.

Fur Cushions—Fragrant with hay and with ribbon; square and oblong shape; some are hand-painted—$1.49 and $1.98.

Fur Cushions—Beautifully trimmed; hand painted tops; hay—an entire ribbon; oblong shape. Worth $3.50—here at $1.98.

Fur Cushions—Covered in art denim; beautiful colorings. $1.98.

Cushion Tops—25 different styles; with backs. Worth 50c —at 25c.

Third floor.

Does He Shave?

And if he is his own barber, these will surely prove acceptable.

Star and Gem Safety Razors—complete in case (each) $1.25.

Fancy Glass Shaving Mugs—gold lining. $1.50 to $2.50

Shaving Pads—fancy leather covers. Each, 25c, 75c and $1.00.

Harvard No. 1 Cuban Razor Strops—cannot be excelled for quality. 50c.

Large Size Tripleine Mirrors—for shaving; fancy mounted back. Really worth $1.50 —especially priced at 75c.

First floor.

The Smoking Den

Here are just the things to make the men good natured:

Smoking Sets—with complete fittings, 25c.

Pipe Racks—large variety. 25c up.

French Briar Pipes—all shapes, 25c.

Tobacco Pouches—excellent variety; all good leather, 10c.

Main floor.

Toys Here by the Million

The largest, finest and most varied collection to be found in America—acres of space given up to a stupendous display of dolls and toys from all parts of the world.

Toys! The little folks have simply gone wild with delight over our stupendous exposition of toys on the fourth floor. Everything there—there's nothing lacking! The variety is endless—the creation of original ones never seems to cease! A display—they are absolutely the talk of the city.

Dolls' Kitchen Cabinets—23 inches high; splendid-grained stain and back; 250 different things. Complete with Dolly Varden doll. Worth $1.49.

Dolls' Kitchen Cabinets—32 inches high; variety top; upholstered in satin. Cabinet complete. Level $1.98 each, $3.98.

Furniture for Dolls' House—for bed room, parlor and dining room. Iron bedstead chairs, large parlor settee, tables, etc. Set of 5 pieces, 10c; wooden set, 9 by 12 inches. Worth 40c—10c.

Dolls' Cane Chairs—of selected hard wood, stained green finish, cushioned seat and back. Worth 50c—39c.

Dolls' Rocking Chairs—Of same kind; $250 Doll—$12.50

Dolls' Wooden Kitchen Sets—with 22 metal wooden kitchen utensils, packed in wooden box. 40c kinds, 24c.

Large Designs of Beads for Decorating Cabinets—All sizes, 10 beads to the string, 10c beads, 6c.

Beads for glass bead — Sizes up to 6 inches, various designs. Worth 75c—39c.

Glass Bead Portieres—Colors—some bead, some glass, in beads, etc. Values up to 12c, 6c.

Bead Sofa Cushions—Oriental or rose; 20 in bag. Consisting of a large cushion, roll, pin and tag.

Christmas Tree Candles—36 and 60 to box. Worth 15c—10c.

Large Pop-up Ornaments—Various designs suitable for trees. 10c kinds 5c.

Basement.

Sofa Pillows

There's a "Christmas look!" all over them—the pretty designs shown this season.

Satin Pillows—covered with a good quality satine all colors. Worth 50c—here at 39c.

Satin Pillows—covered with velours; handsome shirred ruffle. Special at 98c.

Satin Pillows—Handsomely embroidered and with heavy cord. Regularly $1.98 —here at $1.69.

Satin Pillows—Oriental coverings; large size; all colors. $1.49

Satin and Silk Pillows—beautiful designs; large size; well-filled. $1.98 and $2.25.

Third floor.

Skates, Balls, Etc.

Here are a few suggestions from our Sporting Goods Department:

Rugby Foot-Balls—pebble grain leather. $1.98.

Boys' and Boys' Foot-Balls—best sheet. Full inflated. Special. 85c.

Ladies' Foot-Balls—best sheet, strap lace and toe. 85c.

Extra Bladders—Rubber. Special—10c.

Rugby Foot-Balls—Association—best sheet, full inflated. Special. 85c.

Boys

The Winter White Sale Starts Today

Personal and Household Supplies at a Saving

THE continued remarkable growth of the Gimbel business is based on the real-ness of its undertakings.

Nothing is done for mere effect, no "issues" are simply based on well-worded advertisements; there is no glamour; no subterfuge.

It is Business—plain business. We know perfectly well that the advent of this store lowered profits in other stores—that the public has been getting better money-return in Philadelphia than the shoppers of any other city get at their home stores. We had to give them a good cause for existence—and we have.

Large and beautiful buildings, easy many comforts; careful service (not ideal as yet, but best even now)—all have helped to attract the public. But value-giving has contributed more than all these.

Value-giving does not consist of mere cheapness—in fact, we carefully exclude goods simply "made to sell" or to trap the careless.

The six-cent Corset Cover is well shaped, well-made, is of good material *and will give long service*. That one item might stand as proof of the store's excellence and carefulness. But one item might be a mere bait. Go through the stocks—not alone the underwear, but the linens, sheetings, and all the partners in this movement. Sturdy good values. Yet all the goods are not low priced. Many very handsome things are included—yet every item is a bargain at its price.

Our policy is to buy largely at this season unless there is good profit in so doing.

Muslin Underwear : Night Wear and Colored Skirts

THE dantiest woman in Philadelphia can be exactly suited from the underwear stocks here; so can the woman who wants very sturdy garments whose plain strength is greatest guarantee for long wear.

It is a well known fact that Gimbel underwear is different from that sold in other stores—that the garments are most liberal in size, that we stone grey careful attention to the selection of laces and embroideries, and that every garment is neatly and correctly sewn—not with wabbly seams that leave specks uncaught. Every button is pearl.

There is womanly good sense displayed in the selections and

Prices Are Very Low

An garments included in the sale are to be had not even in the mid-week month. And, while muslins are as high in cost as they were a year ago, we have been guardians at a fourth less than we or any store charged last January

Three-quarters of a million garments are included.

The Sale is on Third Floor. To be sure, the Main floor Aisle counterwaver filled with white goods, and about ten tables are always there, but those are not available in full rate as the Third floor display

Corset Covers—

9c.—Twelve hundred Corset Covers of good Muslin, V-neck, light lining, very many have lace insertion, a few have lace edge. Some of these are slightly soiled from handling. Cost to us 6c. each.

8c.—Lightest hundred Corset Covers of excellent Nainsook. Open V-neck, high neck, or square neck; some have lace edge, others have lace insertion. The latter is a full finishing sheer short to waist finished with lace edge. Cost to us 6c. each. Some are slightly soiled. Third floor.

12c.—Corset Covers of Cambric, Nainsook and Muslin, many styles. Cost to us 8c. each.

15c.—Corset Covers of Cambric, Nainsook and Muslin, many styles. Cost to us 10c. each.

19c.—Corset Covers of Cambric, Nainsook and Muslin, many styles. Cost to us 12½c. each.

25c.—Twenty-five hundred Corset Covers of Cambric, Nainsook and Muslin, many styles. Cost to us 17c. each.

39c.—Corset Covers of Cambric, Nainsook and Muslin, many styles. Cost to us 25c. each.

49c.—Corset Covers of Cambric, Nainsook and Muslin, many styles. Cost to us 33c. each.

59c.—Corset Covers of Cambric, Nainsook and Muslin, many styles. Cost to us 39c. each.

75c.—Corset Covers of Cambric, Nainsook and Muslin, many styles. Cost to us 50c. each.

$1—Corset Covers of Cambric and Nainsook, very handsomely trimmed with fine lace and embroidery. Cost to us 75c. each.

$1.25—Corset Covers of Cambric and Nainsook, very handsomely trimmed with fine lace and embroidery. Cost to us 85c. each.

Drawers—

12c.—Drawers of good Muslin, finished with hemstitch ruffle; your hand knows how it is done; all sizes and styles here.

18c.—Drawers of good Muslin, made with a 3-inch hemstitched ruffle, pearly buttons; others have 5-inch ruffle.

25c.—Drawers of Muslin and Cambric, some have ruffles with 3 rows of hemstitching, others have embroidery insertion with 4-inch embroidered ruffle; all styles, all sizes, all lengths.

39c.—Drawers of Cambric, finished with 4-inch hemstitched ruffle; some have embroidery insertion.

50c.—Drawers of Cambric, made with 6 rows hemstitching ruffle, others have 4-inch embroidery ruffle.

59c.—Drawers of Cambric, Many of the lower, prettily trimmed with deep ruffles of lace or embroidery and hamstitching tucks.

$1.—Fine Drawers, $1.25 to $5.

Chemises—

39c.—Chemises of good Muslin, round neck, front is in clusters, with ribbon-run beading; others have lace edge.

50c.—Chemises of good Muslin, round neck, front is in clusters of 5 tucks and with ribbon-run beading; others have lace edge.

59c.—Chemises of good Muslin, round neck, front is in clusters of 5 tucks and with ribbon-run beading; others have lace edge.

75c.—Chemises of good Muslin, round neck, front is in clusters of 5 tucks and with ribbon-run beading; others have lace edge.

$1—Chemises of Muslin and Cambric, round neck, front is in clusters of 5 tucks and with ribbon-run beading; others have lace edge.

$1.25—Chemises of Muslin and Cambric, round neck, front is in clusters of 5 tucks and with ribbon-run beading; others have lace edge.

Night Gowns—

39c.—Night Gowns of good Muslin, V-neck, finished with lace edge. Cost to us 25c.

50c.—Night Gowns of good Muslin, V-neck, finished with lace edge. Cost to us 33c.

59c.—Night Gowns of good Muslin, V-neck, finished with lace edge. Cost to us 39c.

75c.—Night Gowns of good Muslin, V-neck, finished with lace edge. Cost to us 50c.

$1—Night Gowns of good Muslin, V-neck, finished with lace edge. Cost to us 75c.

$1.25—Night Gowns of Muslin, square yoke of fine rows of embroidery insertion and lace edge; back has 3 rows of embroidery insertion and lace edge. Cost to us 85c.

$1.50—Night Gowns of Muslin, square yoke of fine rows of embroidery insertion and lace edge; back has 3 rows of embroidery insertion and lace edge. Cost to us $1.

$1.75—Night Gowns of Muslin, square yoke of fine rows of embroidery insertion and lace edge; back has 3 rows of embroidery insertion and lace edge. Cost to us $1.25.

$2—Night Gowns of Muslin, square yoke of fine rows of embroidery insertion and lace edge; back has 3 rows of embroidery insertion and lace edge. Cost to us $1.50.

$2.50—Night Gowns of Muslin, square yoke of fine rows of embroidery insertion and lace edge; back has 3 rows of embroidery insertion and lace edge. Cost to us $1.75.

Long White Petticoats—

39c.—Petticoats of good Muslin, finished at foot with 5-inch cambric ruffle, 2 rows of hemstitching, pearl buttons; others ruled and ruled same.

50c.—Petticoats of good Muslin, 5-inch white wide band, pearl buttons; others ruled and ruled same.

59c.—Petticoats of good Muslin, finished with deep cambric ruffle, 2 rows of hemstitching, pearl buttons; others ruled and ruled same.

69c.—Petticoats of good Muslin, finished with deep cambric ruffle, 2 rows of hemstitching, pearl buttons; others ruled and ruled same.

75c.—Petticoats of Muslin and Cambric, finished with deep cambric ruffle, 2 rows of hemstitching, pearl buttons; others ruled and ruled same.

$1—Petticoats of Muslin and Cambric, finished with deep cambric ruffle, 2 rows of hemstitching, pearl buttons; others ruled and ruled same.

$1.25—Petticoats of Muslin and Cambric, finished with deep cambric ruffle, 2 rows of hemstitching, pearl buttons; others ruled and ruled same.

$1.50—Petticoats of Muslin and Cambric, finished with deep cambric ruffle, 2 rows of hemstitching, pearl buttons; others ruled and ruled same.

Night Gowns—

39c.—Night Gowns of good Muslin, V-neck, finished with lace edge. Cost to us 25c.

50c.—Night Gowns of good Muslin, V-neck, finished with lace edge. Cost to us 33c.

59c.—Night Gowns of good Muslin, V-neck, finished with lace edge. Cost to us 39c.

75c.—Night Gowns of good Muslin, V-neck, finished with lace edge. Cost to us 50c.

$1—Night Gowns of Muslin, square yoke of fine rows of embroidery insertion and lace edge; back has 3 rows of embroidery insertion and lace edge. Cost to us 75c.

$1.25—Night Gowns of Muslin, square yoke of fine rows of embroidery insertion and lace edge; back has 3 rows of embroidery insertion and lace edge. Cost to us 85c.

$1.50—Night Gowns of Muslin, square yoke of fine rows of embroidery insertion and lace edge; back has 3 rows of embroidery insertion and lace edge. Cost to us $1.

$1.75—Night Gowns of Muslin, square yoke of fine rows of embroidery insertion and lace edge; back has 3 rows of embroidery insertion and lace edge. Cost to us $1.25.

$2—Night Gowns of Muslin, square yoke of fine rows of embroidery insertion and lace edge; back has 3 rows of embroidery insertion and lace edge. Cost to us $1.50.

$2.50—Night Gowns of Muslin, square yoke of fine rows of embroidery insertion and lace edge; back has 3 rows of embroidery insertion and lace edge. Cost to us $1.75.

Corset Covers at $1.25 $1.50 $1.75 and $2.

Short Petticoats—

39c.—Short Petticoats of Muslin, finished with 5-inch hemstitched ruffle and tucks.

50c.—Short Petticoats of Muslin, deep cambric ruffle, 2 rows of hemstitching, pearl buttons; others have cambric ruffle.

59c.—Short Petticoats of Cambric, finished with 5-inch hemstitched ruffle and tucks.

75c.—Short Petticoats of Muslin, finished with 5-inch hemstitched ruffle and tucks.

$1.—Petticoats of Cambric, made with 4-inch hemstitched ruffle, finished with 2 rows of hemstitching, pearl buttons; others have 4-inch embroidery ruffle.

$1.25—Petticoats of Cambric, made with 5-inch hemstitched ruffle, finished with 2 rows of hemstitching, pearl buttons; others have 5-inch embroidery ruffle.

$1.50—Petticoats of Cambric, made with 6-inch hemstitched ruffle, finished with 2 rows of hemstitching, pearl buttons; others have 6-inch embroidery ruffle.

$2—Petticoats of Cambric, made with 6-inch hemstitched ruffle, finished with 2 rows of hemstitching, pearl buttons; others have 6-inch embroidery ruffle.

Silk and Colored Petticoats—

89c.—Petticoats of Black Jersey Percale in Satteen, deep flounce, finished at foot with two colored stitchings.

$1.—Petticoats of Black Jersey Percale in Satteen, deep flounce, finished at foot with two colored stitchings.

$1.25—Petticoats of fine mercerized Sateen, deep flounce, finished at foot with two colored stitchings.

$1.50—Petticoats of Taffeta Silk, deep flounce, finished at foot with two colored stitchings.

$2—Petticoats of Taffeta Silk, deep flounce, finished at foot with two colored stitchings.

$2.50—Petticoats of Taffeta Silk, deep flounce, finished at foot with two colored stitchings.

$3—Petticoats of Taffeta Silk, deep flounce, finished at foot with two colored stitchings.

Dressing Sacques—

89c.—Dressing Sacques of Outingflannel, all colors, finished with feather-stitching; others have ruffle.

$1.—Dressing Sacques of Outingflannel, all colors, finished with feather-stitching; others have ruffle.

$1.25—Dressing Sacques of Outingflannel, all colors, finished with feather-stitching; others have ruffle.

$1.50—Dressing Sacques of Outingflannel, all colors, finished with feather-stitching; others have ruffle.

$2—Dressing Sacques of Outingflannel, all colors, finished with feather-stitching; others have ruffle.

$2.50—Dressing Sacques of Outingflannel, all colors, finished with feather-stitching; others have ruffle.

Skirts—

$1.—Skirts of Muslin, deep flounce, finished with 2 rows of hemstitching, pearl buttons; others have 4-inch embroidery ruffle.

$1.25—Skirts of Muslin, deep flounce, finished with 2 rows of hemstitching, pearl buttons; others have 5-inch embroidery ruffle.

$1.50—Skirts of Muslin, deep flounce, finished with 2 rows of hemstitching, pearl buttons; others have 6-inch embroidery ruffle.

$2—Skirts of Muslin, deep flounce, finished with 2 rows of hemstitching, pearl buttons; others have 6-inch embroidery ruffle.

$2.50—Skirts of Muslin, deep flounce, finished with 2 rows of hemstitching, pearl buttons; others have 6-inch embroidery ruffle.

$3—Skirts of Muslin, deep flounce, finished with 2 rows of hemstitching, pearl buttons; others have 6-inch embroidery ruffle.

Dressing Sacques at $1.25 $1.50 and $2.

Short Petticoats—

39c.—Short Petticoats of Muslin, finished with 5-inch hemstitched ruffle and tucks.

50c.—Short Petticoats of Muslin, deep cambric ruffle, 2 rows of hemstitching, pearl buttons; others have cambric ruffle.

59c.—Short Petticoats of Cambric, finished with 5-inch hemstitched ruffle and tucks.

75c.—Short Petticoats of Muslin, finished with 5-inch hemstitched ruffle and tucks.

$1.—Petticoats of Cambric, made with 4-inch hemstitched ruffle, finished with 2 rows of hemstitching, pearl buttons; others have 4-inch embroidery ruffle.

$1.25—Petticoats of Cambric, made with 5-inch hemstitched ruffle, finished with 2 rows of hemstitching, pearl buttons; others have 5-inch embroidery ruffle.

$1.50—Petticoats of Cambric, made with 6-inch hemstitched ruffle, finished with 2 rows of hemstitching, pearl buttons; others have 6-inch embroidery ruffle.

$2—Petticoats of Muslin and Cambric, finished with deep cambric ruffle, 2 rows of hemstitching, pearl buttons; others have embroidery ruffle and tucks.

50c for White Lawn Waists

NO WOMAN would want to bother with the pleating the dream by the making of these waists. Fine white lawn, with 3 rows of insertion and 4 tucks in front, 3 rows of insertion and 4 tucks in back, and four rows of insertion coming to front like a yoke. Sizes 32 to 44. There are two pockets of linen edged with lawn. Actual cost and sale price, 50c. The regular price is $1.

50c for $1 Percale Waists

Various stripe effects in colors, and grey-and-color stripes and. Pearl buttons sizes have tight-fitting back and loose front.

50c for Women's 75 Waists of Percale; new patterns of many colorings in stripes and figures; some have detachable collars; others are fastened at the throat; sizes 32 to 44 inches; actual cost and sale price, 50c.

$1.25 for Women's Waists of Percale; new patterns of many colorings in stripes and figures; some have detachable collars; others are fastened at the throat; sizes 32 to 44 inches; actual cost and sale price, $1.

75c for Women's 50 Waists of Madras; new patterns of many colorings in stripes and figures; some have detachable collars; others are fastened at the throat; sizes 32 to 44 inches; actual cost and sale price, 75c.

$1.50 for Women's Waists of Madras; new patterns of many colorings in stripes and figures; some have detachable collars; others are fastened at the throat; sizes 32 to 44 inches; actual cost and sale price, $1.

Mussed Handkerchiefs

STILL plenty—never before had so many for after-Christmas selling. Bargains!

15c for 25c dressed Handkerchiefs. Women's.

10c for mussed Handkerchiefs. Women's.

Many price for mussed Handkerchiefs. Values 50c to $1. Pay 25c to 50c. Women's. —Third floor

Corsets Corset Waists

THE *corset* is the mould of fashion. Our models are those of the leading makers of Paris; and of all the Paris corsets the Parsee is chief. No gown fits unless the corset does—designers of gowns and designers of corsets are co-workers, partners in effort. Gowns and corsets alone and without the corset cover are those which produce the effective fashionable lines of the moment. The six-cent Corset Cover is the only one that completes the thin Corset. Many Corset Covers are perfect as to shape, but not as to style, right as to materials and making, and at fair prices.

Leading models are Parsee Corsets. Many of the new ideas in the lines have been introduced or adapted to less expense via corsets. So that any woman can find a corset to her thought style, suited alike to figure and purse.

Here's a hint. Batiste will be the fashionable cloth for corsets.

$1 for New Model Corsets for early Spring wear, made of Batiste, in white, with lace and ribbon; sizes 18 to 30.

$1.50 for Batiste Corsets, flat back, with elastic gore in back, a little higher in the bust; well shaped; special for the short waist. Other Batiste Corsets up to $10.50.

50c for Corsets—

One thousand pairs C. B. a la Sirene Corsets, made of Coutil, in white, drab or grey; sizes 18 to 30. Third floor, Corset Salon.

75c for $1.50 Corsets—

Nineteen hundred pairs of R. & G. Corsets, made of Coutil, in white, drab or grey, with medium bust, long skirt and hose supporters; sizes 18 to 30 inches. Third floor, Corset Salon.

$2 for $3.50 Corsets—

Fifty hundred pairs of white Corsets, made of Coutil, in the popular Parsee corset shape, with elastic gore in back, boned with featherbone and with hose supporters; sizes 18 to 30 inches. Third floor, Corset Salon.

$1.95 for $3.50 Corsets—

Fifty hundred pairs of white Corsets, made of Coutil, in the popular Parsee corset shape, with elastic gore in back, boned with featherbone and with hose supporters; sizes 18 to 30 inches. Third floor, Corset Salon.

$2.50 for up to $5 Corsets :

A remarkable lot of some 1-2 hundred Corsets, all sizes and styles, from the regular stock in Jacquette Row wholesale building. Late models, including the Parsee, Redfern, R. & G., C. B. a la Sirene, Thomson's, Nemo, Nubone and Bridal Rose Corsets. These are Main floor and Second floor.

35c for 50c Corset—

One thousand pairs C. B. a la Sirene Corsets, made of Coutil, in white, drab and black. Third floor, Corset Salon.

Wrappers

39c for 45c Wrappers—

Of heavy Percale; made in a very pretty style, with deep yoke facing of fancy braid, full sweep of skirt, a short gored back, and full sleeves; all of dark percales in neat patterns. C. O. D. Third floor.

50c for 65c Wrappers—

Of fine Percale; Wrappers in a number of pretty patterns; the clothing back with figure, particularly tastily trimmed and finished; full sweep of skirt, and neat short sleeves. Others have embroidery-corded yoke and collar, and are trimmed with braid; desirable Wrappers for form fine Thoroughfare sales.

$1 for $1.25 Wrappers—

Made of Percales of all the fashionable patterns; trimmed to light colors; others of dark figured Percales; they are finished with stitched-on shaped yoke and two rows of braid in front and back; full sweep of skirt, trimmed with rows of satin ribbon; all sizes are finished with flounce or hem at foot; desirable Wrappers for Thoroughfare sales.

$1.50 Wrappers—

Of heavy Percales; Wrappers in fancy figures and neat colors; made with yoke of embroidery; trimmed with shoulder caps and collar of same; full sweep of skirt; trimmed with rows of braid; all sizes; desirable Wrappers for Thoroughfare sales.

$1.98 Wrappers—

Of fine Percales; Wrappers in fancy figures and neat colors; made with yoke of embroidery; trimmed with shoulder caps and collar of same; full sweep of skirt; trimmed with rows of braid; all sizes; desirable Wrappers for Thoroughfare sales.

$2 Wrappers—

Of heavy Percales; Wrappers in fancy figures and neat colors; made with yoke of embroidery; trimmed with shoulder caps and collar of same; full sweep of skirt; trimmed with rows of braid; all sizes; desirable Wrappers for Thoroughfare sales.

First floor, Thoroughfare sales.

$1.50 for Embroidered Bulk Robes—

Fancy-worked Edgerdown Robes in white and many fashionable colors; corded or machine-run; full length; have a little added from handling. Can't be sent out on these or send C. O. D. Third floor.

Blankets and Quilts

$2.50 a pair for $4.50 blankets

$3.50 a pair for $6.50 blankets

$4.50 a pair for $8.50 blankets

$7.00 a pair for $10.00 blankets

—all are white and all 4 yards for double beds.

$3.75 for $5 Down Quilts

And we've made $5 quilts famous. $4.75 for $6 quilts. These are of sateen.

Finest grade also here—cheaper than ever—

$1.00 from $1.50. Silk on one side.

$1.00 from $1.25. Fourth alike of other.

$1.50 from $2.00. Silk on both sides.

$2.00 from $2.50. Silk on both sides.

$2.50 from $3.00. Silk on both sides.

—all are white and blue, pink, red and blue.

Cotton Comforts—50c from $1. $2 instead of $3

White Spreads, 65c, 85c and $1—worth a fourth more.

Satin-finish Marseilles Spreads—

$1.75 from $2.50

$2.00 from $3.00

$2.50 from $4.00

Fringed Spreads, for metal bedsteads—

$1.50 from $2.25. $1.75 from $2.50.

$2.00 from $2.75. $2.50 from $3.50.

The finer are Marseilles; the others, crocheted—and of good quality. —Second floor

$50,000 Worth of Linens

at least prices we ever knew

ITEM one : Five thousand dollars' worth of the finer **Table Cloths and Napkins at Just Half Price.** There are more cloths than napkins—but we always have the greater demand for cloths. Single and double damask in many good patterns, but patterns we had to discontinue.

Two-yard-wide Cloths, 2 to 4 yards long

Many of the square cloths are in patterns that will suit round tables.

The prices may be judged from these hints—

Bleach Napkins—22 x dozen from $2, and low to $5.60 supplies at $4.85. The price-range takes in the several sizes—not all sizes at each price.

Table Cloths—2x2½ from $5, and on to $11 cloths at $8.50.

The Gimbel linen store is the most beautiful in the country, and the business is growing splendidly. Few really know linen qualities as we have gathered them; few grow with the growth of confidence in the store. A continuous fine growth is a store's best endorsement.

Table Linen—

75c a yard for 86c two-inch-wide Irish Table Damask; 3 yards wide, near patterns.

25c a yard for $1.10 heavy German Table Damask; 2 yards wide; several fine designs; satin- and two-inch block patterns; 72 inches wide.

$1 a yard for 2 yards wide Irish Linen Table Damask; pure white, 64 inches wide. Fifth floor, Aisle 9.

39c a yard for 50c heavy soft finished Table Damask; 2 yards wide; choice patterns; 58 inches wide.

62½c a yard for 75c Irish Table Damask; 2 yards wide; new patterns; 58 inches wide.

Napkins—

$3.48 a dozen for $5 to $6 Napkins; 22 and 24 inches square. Some are of Damask, others of Satin Damask; some are hemmed, others are fringed; some are in fancy designs, others are of fine cross Damasks; all are heavy. A few wears were somewhat bleach. Some are slightly soiled from handling. Fifth floor, Aisle 9.

$2.25 a dozen for $3 and $3.50 Bleached Irish, Scotch and German Damask Napkins; 21 and 22 inches square; in a number of patterns; a very handsome quality of unbleached damask is on the counters; there are but a few. The Irish Damasks, from which we have had the least trouble, are the closest in quality to the unbleached. Some of the Napkins are slightly soiled from handling. There are 600 dozen in this lot.

$1.80 a dozen for $2.50 to $2.75 Heavy German Satin Damask Napkins; 22 and 24 inches square; in a number of good patterns. Just 300 dozen in the lot.

$1.10 a dozen for $1.50 three-quarter bleached Napkins; some have hemstitched borders; others are fringed; 22 inches square. Just 500 dozen in the lot.

Fifty dozen for $1.10 red-bordered Turkish Towels; 18 inches wide, 36 inches square. Warping mark has caused the slight reduction from 1200 dozen at Gross.—On First floor

Towels—

25c each for 35c heavy German Damask Towels. In all of these handsome designs in satin-stripe or with border-band of white.

17½c each for Damask Towels; Bleached Towels and fringe; some have hemstitched borders; others are fringed; 18 inches wide, 36 inches long.

25c each for 35c hemstitched Huck Towels; made of a heavy all-bleached cotton cross-stitched huck; 18 inches wide, 36 inches long; a most desirable Towel for general use.

17½c each for 25c Hemstitched Huck Towels; extra size and heavy quality; 18 inches wide, 36 inches long; a most desirable Towel for general use.

—These are Fifth floor

17½c each for 25c Turkish Bath Towels; 20 inches wide, 40 inches long; drawing good weight.

—Second floor

Sheets : Pillow Cases : Muslins

WE ARE accredited with the largest muslin business in Philadelphia. Such leadership was won and is maintained by doing the seemingly impossible. Muslins are the most staple of goods—prices vary by statements or a cent. Yet some one make keeps the lowest price always. Read on.

6c for 10c Pillow-Cases, 45 by 36 inches. Ten thousand of them

35c for 45c Sheets, bleached, 76 by 90 inches (for double beds). These have seam in center—many housewives will have no other sort. 5000 of them.

Made-up Muslin—

Sheets, Pillow-cases, Bolster-Cases—3000 bleached Sheets, 72 by 72 inches (for single beds), 45c each; 3000 bleached Pillow-cases, 42 inches long, 1000 unbleached Sheets, 72 by 72 inches, 40c each; 1000 unbleached Pillow-cases, 42 inches long, 36 inches wide, 12½c each; 1000 bleached Sheets, 72 by 90 inches, 45c each; 1000 bleached Pillow-cases, 42 inches long, 36 inches wide, 12½c each; 1000 bleached Sheets, 81 by 90 inches (for extra wide bed), 50c each; 1000 bleached Pillow-cases, 45 inches long, 36 inches wide, 12½c each; 1000 unbleached Sheets, 81 by 90 inches, 45c each; 1000 unbleached Pillow-cases, 45 inches long, 36 inches wide, 12½c each; 1000 bleached Sheets, 90 by 90 inches (for extra wide bed), 50c each; 1000 bleached Pillow-cases, 45 inches long, 36 inches wide, 12½c each; 1000 unbleached Sheets, 90 by 90 inches, 50c each; 1000 unbleached Pillow-cases, 45 inches long, 36 inches wide, 12½c each.

Hemstitched Pillow Cases, 45 by 36 inches, 17½c each.

Sheets, ready-made—special Crochet Sets—

2½ by 2½ yards, 70c each.

2½ by 2½ yards, 75c each.

2½ by 2½ yards, 85c each.

2½ by 2½ yards, 90c each.

2½ by 2½ yards, $1 each.

2½ by 2½ yards, $1.10 each.

Hemstitched Sheets—special Crochet Sets—

42 by 36 inches, 13½c each.

42 by 36 inches, 15c each.

42 by 36 inches, 17½c each.

Bolster Cases—ready-made—special Crochet Sets—

42 by 72 inches—18c.

42 by 72 inches—20c.

—First floor Main Aisle

Muslins by the Yard—

Bleached Muslin, 36 inches wide, soft finish, 3c a yard.

Bleached Muslin, fine and heavy quality, 36 inches wide, 4c a yard.

Bleached Muslin, 36 inches wide, 4½c a yard.

Unbleached Muslin, 36 inches wide, 4c a yard.

Unbleached Long Cloth in pieces of 12 yards, 80c a piece.

Ultra Bleached Sheeting Muslins, 72 inches wide, 15c a yard instead of 20c.

Pillow Case Muslin, 42 inches wide, 12½c a yard instead of 18c.

Outing Flannels, 8c a yard

—Second floor

White Goods and Embroideries

An Opening : Some Fine Bargains

FOR this White Sale all white goods and embroideries are moved to Main floor, in the big Christmas Handkerchief space.

This is an opening—the season's first display of sameness. But there are good bargains, too—though not a rush, simply an assortment and the time for "at prices."

Embroideries—

Cambric Edging—2 inches wide, 2c a yard.

Cambric Edging—3 inches wide, 3c a yard.

Cambric Edging—4 inches wide, 4c a yard.

Nainsook Edging—3 inches wide, 3c a yard.

Nainsook Edging—4 inches wide, 4c a yard.

Nainsook Edging—5 inches wide, 5c a yard.

Nainsook Edging—6 inches wide, 6c a yard.

Swiss Edging—2 inches wide, 2c a yard.

Swiss Edging—3 inches wide, 3c a yard.

Swiss Edging—4 inches wide, 4c a yard.

Swiss Edging—5 inches wide, 5c a yard.

Insertions of Cambric, Nainsook and Swiss—2 inches wide, 2c a yard.

Insertions of Cambric, Nainsook and Swiss—3 inches wide, 3c a yard.

Insertions of Cambric, Nainsook and Swiss—4 inches wide, 4c a yard.

Insertions of Cambric, Nainsook and Swiss—5 inches wide, 5c a yard.

Insertions of Cambric, Nainsook and Swiss—6 inches wide, 6c a yard.

—First floor

White Goods

The new designs are so clever for the fine sheer white goods the sweetest touches of the weaver treasures. All of which, to the shopper, means a pleasant enhancement effect. This gives life and beauty to anything we do in color blend more than

Embroidered Swisses, 36 inches wide, 12½c a yard; Scotch Lawns, 36 inches wide, 12½c a yard; Mercerized Figured Swisses, 36 inches wide, 12½c a yard; Figured Dimities, 36 inches wide, 12½c a yard; Mercerized Figured Swisses, 36 inches wide, 15c a yard; Mercerized Figured Swisses, 36 inches wide, 18c a yard; Fine Figured Swisses, 36 inches wide, 25c a yard; Fine Figured Swisses, 36 inches wide, $1 a yard.

Plaid Swisses, 36 inches wide, 25c a yard.

Checked Swisses, 36 inches wide, 25c a yard.

Checked Nainsooks, 36 inches wide, 25c a yard.

Fine Scotch Lawns, 36 inches wide, 25c a yard.

Fine Striped Nainsooks, 36 inches wide, 25c a yard.

Fine Striped Swisses, 36 inches wide, 25c a yard.

Fine Striped Dimities, 36 inches wide, 25c a yard.

Fine Striped Swisses, 36 inches wide, $1 a yard.

Four Bargains—

Mercerized Figured Swisses, 36 inches wide, 39c a yard; value 50c.

Mercerized Figured Swisses, 36 inches wide, 50c a yard; value 65c.

Mercerized Figured Swisses, 36 inches wide, 65c a yard; value 75c.

Mercerized Figured and Striped Swisses, 36 inches wide, 75c a yard; value $1.

Mercerized Figured and Striped Swisses, 36 inches wide, $1 a yard; value $1.25.

Beautiful designings in Checked with odd Stripes and Figured Swisses, 36 inches wide, 50c a yard; value 75c.

Beautiful designings in Checked with odd Stripes and Figured Swisses, 36 inches wide, 75c a yard; value $1.

—Second floor

GIMBEL BROTHERS

Market Street : Ninth to Eighth

FIG. 24

An advertisement of the annual "white sale" usually conducted early in January by most department stores. Note the omission of the holly border on the left side of the advertisement, which would come in the fold of the newspaper

ADVERTISING A SALE

58. Preliminary Announcements.—Whatever the sale may be, the advertising feature of it is the important essential to its success. The advertising man should therefore endeavor to impress the importance of a sale on the public, for if he does not treat it seriously, he cannot expect the public to be impressed. Unless there is danger of attracting competition (a danger very real in most cities), the advertising man should begin by making preliminary announcements of a sale two or three days before the event begins. These announcements may be made through the newspapers or by means of circulars, or both methods may be used. It is not customary to mention prices in these announcements, owing to the likelihood of having a competitor cut under them, but the importance, scope, and advantage of the movement should be forcefully portrayed.

59. The First Advertisement.—The first newspaper advertisement in which prices are given should be published on the evening before the sale or on the morning that the sale is to begin. By every means in his power—by the use of large space, good pictures, and strong talk—the advertising man should drive home the fact that the sale is an important movement. All the accessories at his command—the windows, the store cards, the printed matter, the bill boards, if he uses them, and even the delivery wagons—should be enlisted in the campaign.

60. Reserving of Fresh Offers.—In preparing the first large advertisement, the advertising man should keep in mind that the sale must be kept going as long as the public shows the slightest interest in it. The larger stores in New York and Chicago keep their clearance, furniture, muslin-underwear, and other big sales alive for a full month. To do this requires that both the buyer and the advertiser must be resourceful. It is not easy to "dish up" the same story day after day in a fresh and interesting manner; and the best way to avoid monotony is to have a different story

to tell every day. This means that the whole story must not be told on the first day; also, that the buyers and the advertising man must keep new offers in reserve so that they can be put out as they are needed and thus keep interest alive. New pictures should be used every day, and new arguments based on the new offers or on different classes of goods should be printed each time. For example, the following schedule was used by a large New York department store in one of its February furniture sales:

JAN. 31.—Preliminary announcement.

FEB. 1, SUNDAY.—First large advertisement; a full page. Introduction, a general explanation of the reasons underlying the sale. The details were fifty-five offers of all kinds of furniture. Store decorated with special signs calling attention to the sale on the fifth floor. Windows decorated with furniture.

FEB. 2.—Half-page advertisement; practically a summary of the preceding advertisement.

FEB. 3.—Half-page advertisement, headed Brass and Iron Bedsteads in the Furniture Sale. Detail, chiefly on bedsteads, with a summary of other kinds of furniture.

FEB. 4.—Five-column advertisement headed Bedroom Furniture. The details were features of that class of merchandise.

FEB. 5.—Four-column advertisement headed Parlor Furniture in the February Furniture Sale. The details were features in parlor furniture, with brief mention of offers of other kinds.

Each day, for five or six following days, a different class of furniture was featured. Then a full-page advertisement filled with entirely new offers on all kinds of furniture was printed. From this date, the furniture-sale advertisements gradually grew smaller. In each case, they treated of some special class of furniture, as in the previous week. Toward the last of the month they treated only of single items. Three days before the end of the month the space was again increased to half pages with the "final bargains," using the argument that normal prices would prevail after the month was over. The final bargains brought the purchasers to whom extraordinary offerings appeal..

61. Proper Length of Time to Continue Sales.—It is not every sale that can be kept alive for a full month. By far the greater number of such events are for a single day only. Some of the more important can be kept alive and interesting for a week, but only the big annual or semiannual events can be successfully "hammered" for a longer time. The rule may safely be given that a sale should be continuously advertised as long as the public shows interest. It does no good whatever to waste space on a movement that falls flat. Such an event should be dropped and something else found to talk about.

SUBURBAN AND MAIL-ORDER ADVERTISING

GETTING OUT-OF-TOWN BUSINESS

62. The field of the city department store is by no means confined to its immediate neighborhood. In fact, its limits are only those set by the cost of transportation. Every large city has its suburbs, the residents of which do their shopping partly in small, local stores and partly in the city itself. It is therefore the duty of the advertising manager of the city store to attract as much of this suburban trade as he can. Suburban business is hard to get, but it is extremely valuable, because it is very likely to "stick"; that is, a suburbanite that once becomes a customer of a city store is very likely to remain a customer, as he has not the temptation to shift about from one store to another that the city dweller has.

In Fig. 25 is shown a small panel that a large Brooklyn store runs regularly in its advertisements for the benefit of suburban readers.

63. Use of Suburban Papers.—When the city newspapers circulate so widely in the suburban districts that they may be said to cover the field thoroughly, there is no need of other newspaper advertising. But where there are subur-

ban newspapers of standing and influence that have a large circle of readers, it is well to use such papers. As these papers are chiefly weeklies, it is necessary to print offers that will be good for several days, not merely special offers for the next day.

64. Refunding of Car Fare.—Some department stores make the offer to refund car fare to customers that come from a distance. The distance for which transportation is paid, however, depends on the size of the purchase. Agreeing to refund car fare is a successful way to attract trade from out of town, but it has a weak point in that it opens opportunity for some fraud. Customers of unscrupulous mind will claim a rebate even when they live in the city and have

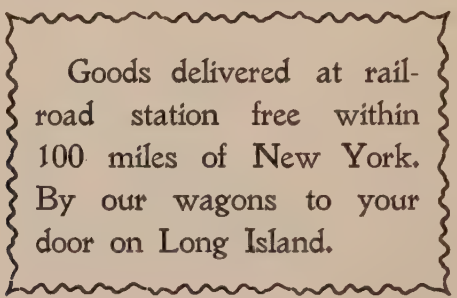

FIG. 25

not paid a cent of car fare. Each store has its own method of protecting itself against such customers, however, one of the best being to give the customer an order for the amount of the car fare on some agent (usually the railroad station agent) located in the town from which the customer claims to have come.

MAIL-ORDER ADVERTISING

65. Practically all large department stores have a mail-order department of more or less importance and do much advertising to attract purchases by mail. Mail-order advertising is really a distinct branch of the advertising business and is one that every department-store advertising man should understand thoroughly and be able to handle.

OFFICE MANAGEMENT

ADVERTISING MANAGER'S RESPONSIBILITIES

66. Qualifications for an Advertising Manager. It is perhaps unnecessary here to suggest how an advertising manager should behave toward his subordinates. Each man will meet this phase of duty according to his own temperament and experience. But it may be said that unless a manager has or can cultivate an even-tempered patience and a perfect sense of justice; that unless he knows or can learn to know when to be lenient and when to be severe; or, in short, that unless he can school himself in the management of others, he will be unsuccessful. A busy advertising office is no place for a man that cannot control his own nerves and temper. The work is usually done under considerable pressure; time is precious; interruptions are many; and trials and troubles, accidents and mistakes, are frequent. It is absolutely necessary to preserve through the hardest days a calm self-possession and a perfect mastery of one's own powers and dignity. The advertising man that allows a sudden emergency to throw him off his balance, or that relieves his own tense nerves by scolding or bullying his subordinates, seldom proves permanently successful.

67. Relations Between Advertising Manager and Buyers.—As has been previously explained, it is from the buyers of the various departments that the advertising manager secures the material for preparing the daily announcements. Within certain limits, which vary in every store, the buyer is the sole judge of what shall be advertised from his department, the price at which it shall be advertised, and the day that the advertisement shall appear. It is thus obvious that the buyer and the advertising manager must be in constant communication and work in close harmony.

The advertising man is, of course, just as much in control of his department as are the buyers in control of theirs. A certain amount of jealous regard for one's authority and command is justifiable and necessary. As the success of the advertising man depends on the results he secures, he should not be interfered with in his efforts to obtain results; with full responsibility should properly go full authority. He must, in the large sense, stand or fall on his own judgment. Strictly speaking, it is for him to say what space shall be given, what newspapers shall be used, and what language shall be employed.

As previously stated, experienced advertising managers in large stores are usually in absolute command of their own departments and allow no interference from anybody except the general manager or the proprietor. This absolute authority is wise and advisable—often actually necessary—but it is open to abuse. Its exercise sometimes leads the advertising man to arbitrary and dictatorial methods that antagonize the buyers. Such a condition is usually bad for the store and is often disastrous for the advertising man himself. No well-managed store permits friction between departments, and the easiest way of smoothing things out is to discharge the advertising man and get one that possesses more tact. One of the first things, therefore, that an advertising manager must learn is to be strong, self-reliant, and thoroughly the master of his office, yet tactful, wise, and diplomatic. It is not too strong a statement to say that his success depends on the confidence in which he is held, not alone by his employers, but also by the buyers.

68. Often the most difficult task that will confront the advertising manager is the "handling," so to speak, of those important members of the organization—the buyers. They are themselves usually strong men, masters of their business, of long experience, perfectly in touch with the needs and preferences of the public, and frequently good advertising men. They usually have well-settled opinions as to the relative value of the different newspapers and mediums

used, and these opinions cannot be ignored, because they are frequently based on actual experience. Many of the buyers are skilful writers and are disinclined to have their copy changed or their demands refused.

By going about it in the right way, the advertising man can do much toward inducing the buyers to furnish the kind of material he wishes. A "heart-to-heart" talk with a buyer given to the habit of grossly exaggerating the value of his offerings will enable the advertising man to make clear the fact that such a practice is injurious, in the long run, to the business of the store. The very improbable story that a shoe buyer may ask to have published must be eliminated without offending him. The editing, eliminating, and elaborating of buyers' copy should always be done without any exaggerated attitude of superior ability on the part of the advertising man.

69. The beginner in any store will be wise to listen to what is told him by the buyers, and to take good care to consider their suggestions or demands carefully before refusing them. An advertising man should listen well, consider carefully and thoughtfully, and be courteous and patient under all conditions of hurry or stress; then he should make up his mind, after a conscientious review of all sides, what is best and stick to it. He should make it a rule to please if possible, but never at the cost of what he believes to be best for the general business. Success will depend on his own judgment. If he judges wisely and well, his employers will be pleased with the results and the buyers will learn to have confidence in him. If he judges unwisely, or if he permits himself to be swayed this way and that by argument or appeal, he will not last long.

70. Demands for Favors.—In nearly all large stores and in most small ones, much trouble will come through the demands of certain buyers to be given the preferred position in the advertisement or to be given more than their share of space. For example, it will frequently happen on days that the largest advertisements are being prepared that two or

more buyers will each demand the "top of the page" or the largest amount of space. Sometimes, this difficulty can be adjusted by giving each buyer the preferred position in different papers, or, in some cases, one buyer can be shown that by good display his department will be just as prominent as if it were at the top of the advertisement; but when all wish to use the same newspaper and the same position, it is obvious that some one must give way. When the conflict of demands cannot be adjusted by compromise, the advertising man should decide which buyer should have the preference, on grounds of common sense and with a keen eye for the good of the general business. In case the advertising man does not wish to assume the responsibility, he should appeal to the general manager for a decision; but this should be done only as a last resort. The advertising manager should always try to run his office without help. An appeal to higher authority by either the advertising manager or a buyer is sometimes a confession of weakness; often, however, it is unavoidable.

RATIO OF ADVERTISING COST TO SALES

71. It is not always an easy matter to determine whether an advertisement or a series of advertisements has been successful. The failure to measure returns properly is the cause of frequent disaster to the advertising man. The ability of an advertising man is not reckoned, or, rather, should not be reckoned, merely on the amount of money that is spent on advertising or the amount that is saved over a previous expenditure. It would be an easy matter to spend less money, under any circumstances, than was spent in a previous year. The true test is the *ratio* of the cost of advertising to sales, and it is on such ratio, or percentage, that an advertising man is always judged.

Just what the ratio should be is a question that cannot be settled definitely. It varies with the location of the store, the character of the trade, the degree of competition, the cost of newspaper space, and the kinds of goods sold.

Some department stores get along well by spending 2 per cent. of the gross sales in advertising, while other stores have been known to spend as high as 8 per cent. The proportion varies, also, in each department. As a general rule, the staple goods that are not sold on points of novelty or style cost least to advertise. Such articles as blankets, house-furnishings, curtains, kitchenware, sheets, pillow cases, etc. are sold on a very low advertising cost—in some stores for as low as one-half of 1 per cent. This is partly due to the fact that such goods seldom possess "talkable" selling points that require generous advertising space to carry them and partly because they are usually sold at a very small margin of profit, which enforces great economy in selling cost.

72. On articles of less staple character than those just mentioned in which the profit is usually much larger, and on articles in which seasonableness plays an important part, it is almost invariably true that the advertising ratio must be larger, because the goods require quicker selling. Thus, for women's tailored suits, which all stores push very hard in the spring and in the fall, the advertising ratio climbs up to 5 or 6 per cent. in many well-advertised stores. The cost of advertising books sold on the subscription plan is often as high as 20 per cent. of their sales, but as the profit is usually more than 150 per cent., this advertising cost is not extravagant, especially when the other selling expense is low.

73. In determining the proper percentage of advertising to sales the advertiser should consider these four points that follow:

1. What is the profit on the article?
2. What is the quantity on hand?
3. Is it necessary to force sales?
4. What is the selling expense other than advertising cost?

If, for example, the article is a pair of skates on which the profit is 50 per cent., and there is only one or two months in which to sell the stock and their selling requires

only one low-priced salesman, more can be expended in advertising than would be advisable if the conditions were not so favorable. On the other hand, if the stock consists of Oriental rugs, which sell the year around, bring only 40 or 50 per cent. profit, and require large space for storage, showing, and selling and several high-priced salesmen to do the selling, the advertising cost should be governed accordingly. The quantity of goods on hand is a factor that should always be kept in mind. Well-written, well-conceived, and well-illustrated advertisements on special lines of goods are frequently seen that are poor investments in spite of their good features, because the space would scarcely be paid for even if all the advertised goods were sold.

74. In planning advertisements, it should be remembered that *results* are what count, not the money spent. No expenditure that brings commensurate return is extravagant; no economy that weakens the result is a wise economy. On the other hand, expenditures that do not bring commensurate returns always reflect on the advertising man's ability. If an advertisement that costs $100 brings in $1,000 in sales, the results may be considered as first class; but if $1,000 is spent for the same advertisement, and it brings in $10,000 in sales, the results are greater. The ratio in the second case is the same as that in the first, but the advertisement has been the means of selling more goods, unlocking more money, and bringing more customers to the store.

75. Direct Returns vs. Indirect Returns.—In department-store work, it is customary to allow, for advertising, a slightly higher percentage of the direct sales than would be considered good business policy in other advertising work, because there is always more return from the advertising than the direct sales show. Customers come in response to the advertising and buy other goods than those advertised; this keeps down the direct-sales showing, but helps out the average of the day quite as well as if the advertised goods had been bought. But while the total advertising for the day must always be considered in connection

with the total sales of the day, as a matter of justice to the advertising, it is well to watch the direct sales carefully, because there may be danger of advertising the wrong articles. Wise department-store advertising managers always keep two sets of percentages—one, the percentage of advertising to total sales; the other, the percentage of advertising to sales of the advertised goods.

76. Records as a Guide.—The claim of a buyer for advertising space must be considered with his previous advertising and his department ratio in mind. If the buyer's advertising cost is creeping beyond the proper point, either he or the advertising man is at fault, and the fault must be corrected. The goods may be wrong or the prices may be too high; or, the advertising man may not be conducting his work along the right lines.

As has been stated, it is impossible to give definite figures of advertising cost in proportion to sales, because they vary under various conditions and under various managements. As a general thing, however, it will be found that the proprietor or general manager has decided views on this point, which will be impressed on the advertising man at the beginning of his service. In default of such instructions, the advertising man should be governed by good sense and business judgment. Considering all the best stores throughout the United States, it is probable that an advertising cost equal to 3 per cent. of the total sales is something like the average. But the figure varies with each store, each locality, and each manager.

It is obvious, therefore, that the duty of the advertising man is to make his advertising ratio, under all circumstances, as low as he can. He should watch results carefully and keep accurate records and study them. Every possible method of decreasing cost and of increasing efficiency should be considered, but there should be no hesitation to increase the cost of advertising if efficiency is also increased proportionately. The problem is complicated, but it is also fascinating and will repay the most careful study.

KEEPING OF RECORDS

77. The advertising manager must be able to answer any question concerning his own office at any time. As has been previously stated, department-store figures are very largely comparative; that is, the measure of success or failure and the questions of expenditure or retrenchment are settled to a great extent by the precedents established in previous years. The great test question that governs most problems of expenditure is, What did we do last year? On what was done and on the result of what was done depend most of the decisions for the future.

This means that the advertising office must have a very complete record of all its work and its results. It would be ridiculous to do a thing one year if it had been tried the previous year and proved unsuccessful. On the other hand, unless some good reason exists, it would be unwise to omit doing a thing one year that had proved successful the previous year. The records of an advertising office should show the condensed experience of that office, and they should be kept in such a way that they will be valuable not only to the advertising man in charge but also to his successors.

78. File Books.—First among these records are the **file books.** There should be one large book, or **general file book,** as it is called, into which is pasted with its date and the name of the medium in which it appeared, every advertisement printed by the store. Many managers divide this file book into several parts—one for daily newspapers, one for weeklies, one for monthlies, and one for "miscellaneous," such as programs, souvenir books, etc. Each office will have its own system, founded on its own requirements, but somewhere there must be a copy of every advertisement that is printed, and this copy must be in a place where it can be found instantly.

Many managers write the results of such advertisements on the margins of the clippings, and at the same time make a memorandum of the weather that prevailed on the day of

sale. If this system is followed, a cipher code should be employed, for no store desires to have its actual figures of sales generally known, and file books are sometimes exposed to the scrutiny of more eyes than those of the management.

79. Department File Books.—In addition to the general file book or books, there should be a set of **department file books,** one for each department. In these books, the department advertising clipped from the large general advertisements is filed. This is done to enable the manager to ascertain instantly the facts about the advertising done by any department without taking the trouble to measure up from the general file book. Results of specific advertisements should be kept carefully in these department books, using the same cipher code employed for the general file book. It will then be easy to refer to any department sale and learn just what the result of a certain kind of advertising was. If the result was great, it is usually wise to follow the same line of argument when possible. If the result was meager, an attempt should be made to learn the reason, and if the advertising was at fault, it should be improved when the occasion arises again.

80. File Book for Printed Matter.—Another file book should be used for the printed matter prepared by the advertising department. In this book should be pasted a sample of every folder, booklet, card, letter form, envelope, announcement, circular, etc., that the store distributes. Each sample should be endorsed with the quantity used; the method of distribution, whether mailed, distributed by hand, placed in packages, or otherwise; the name of the printer and the price paid the printer; together with a memorandum of results attained, if they can be determined. A good file book of printed matter, properly endorsed, is extremely valuable, not only for its suggestions, but for its educational value in regard to the cost of printing—a point on which no advertising man can be too well informed.

81. Suggestion File.—Another very valuable record for the busy advertising man is the **suggestion file,** or, as

one prominent advertiser calls it, the "department of inspiration." This usually takes the form of an ordinary box file or indexed scrap book, and in it are kept, under department headings, every good piece of printed matter, every effective idea, every particularly good advertisement, and every newspaper item that contains possible material for future advertising use.

No man, however brilliant, can afford to ignore suggestions from other minds. Of course, no copying should be done—although this frequently happens—but there is no objection whatever to adopting a good idea that is thought to be valuable, provided it can be done in a dignified manner and without injury to the originator, and especially if an improvement can be made on the way the other man has used the idea.

82. Competitors' File. — Expert department-store advertising men watch their competitors closely. In most stores, a file of the advertising of their rivals is kept as carefully as their own. One reason for keeping this file is to watch and profit by the successes or mistakes of the rivals, and this involves the necessity of keeping informed about the real results of their efforts. Actual figures cannot be obtained, of course, but some careful observer is usually sent to the rival store to determine the amount of attendance and the general results, and this information is then noted on the advertisement in question. Chiefly, however, the purpose of the competitors' file is to be warned in advance of important movements. It is almost a fixed rule among department stores that big sales will be repeated each year on about the same date. This is because the buyer of the department concerned desires to "beat his own figures" of the preceding year and will always try to do it either on the same day or at least in the same week. Therefore, if a rival has some special sale movement that gives very large returns, the advertising man can be fairly sure that on the same day of the next year some effort on the part of this rival will be made to meet those sale figures. The advertising man can

then govern himself accordingly. It will not do to let a competitor have all the business in that line on that day.

83. Advertising-Expense Records.—The advertising expense of each day, divided into departments, and the news-

Schedule of Advertising—Week of September 21–26

PAPER	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
News	1500 l $90 —	750 l $45 —						
Post	1200 l 60 —	600 l 30 —						
Express	1500 l 97 50	1200 l 78 —						
Star		1000 l 70 —						
World		750 l 52 50						

FIG. 26

papers in which the advertisement appeared, should be carefully recorded. The manager must at all times know exactly where he stands in the matter of expense. There are many systems and forms for keeping such records. In Fig. 26 is

Distribution of Advertising Cost—Week of September 21-26

PAPER	Weekly Total	Dress Goods	Millinery	Furs	Underwear	Shoe	Cloak	Furniture	Carpet	Grocery
News	$430 —	40 —	20 25	— —	35 —	40 75	— —	75 —	42 50	25 —
Post										
Express										
Star										
World										

FIG. 27

shown a simple form for keeping a weekly record of the advertising done with different newspapers. Fig. 27 illustrates a form used for distributing the weekly advertising expenditures among the different departments.

The space occupied by general headlines, general introductions, borders, etc. can be charged either to the general advertising expense or to each department in proportion to its size. This expense is usually charged separately, but, finally, together with such expense as salaries, etc., it is distributed pro rata among the different department accounts.

Every advertising manager will, of course, make up forms to meet his individual requirements.

84. The keeping of such records is in the line of accounting work, and can be attended to by an assistant. Some stores combine these records with the record of sales results. In such cases, the bookkeeping department can furnish the sales figures. A record of the sales of advertised merchandise in each department may be kept separate from the sales of other goods, and sent to the head of the firm or the merchandise manager promptly at the end of the day's business, together with—if sales have not been good—samples of the fabrics or garments, as the case may be.

If the sales have not been what they should be, the general manager or the merchandise man, the advertising man, and the buyer should hold a conference and try to find out why the advertisement did not sell the goods. If the poor sale cannot be attributed to the weather or to some sudden diversion of public attention, there are just three other ways to account for it: (1) It was not advertised properly—in language or display or both; (2) it was not good value—either intrinsically or as compared with the offerings of some other store; or, (3) it was not sufficiently seasonable.

Getting at the truth may result in making some one feel uncomfortable, but if the advertisement was weak, the value poor, or the goods too much out of season to sell well, it is a good thing for the store to have the advertising man, the buyer, or the merchandise man learn of the weakness of the sale. Such a course, if intelligently followed, will inevitably lead to a reduction of the cost percentage.

85. Miscellaneous Forms.—In Fig. 28 is shown a **notification blank** used to inform the head of the depart-

ADVERTISING OFFICE

STEWART-BROWN CO.

*Boston,*_____*190*

*M*_____

*Dept.*_____

*Your advertisement relative to*_____

_____

*appears in the*_____

*Sunday*_____ *Morning*_____

*Evening*_____

*Goods to be on sale*_____

Very truly

CLIFFORD J. TANNER

Advertising Manager

FIG. 28

ment that his offerings are about to be advertised. He is thus given an opportunity to be fully prepared. It is customary to send a clipping of the advertisement with this form.

In Fig. 29 is shown a heading of a sheet on which omitted items are pasted and returned to the head of a department.

In Fig. 30 is shown an **advertising order.** This blank is used to instruct a newspaper in regard to inserting an advertisement, and covers the date of insertion, the amount of space, and the position the advertisement is to occupy. This blank is usually made in triplicate, one copy for the newspaper, one for the advertising-office file, and one for the bookkeeping department.

86. Competitors' Expense Records.—It is customary in the largest stores to keep a record of the expenditure of competitors for purposes of comparison. If a rival store makes large increases or sudden diminutions in the amount of space used in newspapers or other mediums, it may be of importance to take notice of it and to try to ascertain the reason. Perhaps the rival store has discovered something that has been overlooked by the advertising man. In all these matters relating to competitors the advertising man must be governed by good judgment. He should not follow blindly the competitor's lead; the competitor may be wrong. On the other hand, the advertising man should not obstinately ignore what is being done by a rival; the rival may be right. Eternal vigilance is the price of advertising success.

SHOPPERS

87. In large stores, as has been stated previously, there is a staff of expert *shoppers*, whose duty it is to keep the advertising office (or the merchandise office) fully informed of the business being done and the values being offered in competing stores.

Every advertising office should have its own medium of information. If there is no regular shopping force, some

ADVERTISING OFFICE, STEWART-BROWN CO.

Omitted Advertising Item

M_____ Dept._____

The attached item, intended to be advertised on_____ has been omitted

If desired later, please return, pasted on regular advertising request blank, with desired date filled in.

CLIFFORD J. TANNER, Advertising Manager

FIG. 29

ADVERTISING ORDER

New York, _____ *190*

To _____

Please insert our _____ *advertisement*

in your (Evening) (Morning) issue of _____

in space of _____

on page _____ *position* _____

STEWART-BROWN CO.

No. _____

_____ *Adv. Mgr.*

FIG. 30

clerk in the office should be selected. If no clerk can be found to do this work, some keen-eyed, close-mouthed saleslgirl should be chosen.

It is well to remember that the only possible value of a shopper is in giving the advertising man the exact facts, unprejudiced either way. The shopper that always finds things better in other stores is not quite so bad as the one that always finds things the other way, but it might be well to try somebody else before accepting her judgment.

With a competent shopper at his command, the advertising manager is guarded against making many mistakes that otherwise might injure him. If a buyer represents an article as "worth a dollar," the shopper should be sent out to learn what is the best article of that kind that can be bought elsewhere for a dollar. If necessary, the shopper should be instructed to buy the article and bring it back; then the advertising man can compare his buyer's offer with the proved facts.

When a competitor advertises an article at a lower price, a shopper should at once be sent to buy it. This article should be examined and the buyer of such articles should be called in to explain why he is undersold; and in such cases the advertising man should not be too easily satisfied with the buyer's answer.

The shopper should also keep the advertising man regularly informed of how other stores of the same class are doing. If it is learned that any one store is constantly busier than the one in which the advertising man is employed, it is his duty to find out why and attempt to change that condition at once; that is what the advertising man is employed to do. He may not be able all at once to overcome a successful rival, but he must study the rival's methods as reported by his shopper, study the goods brought to him by her, look into the rival's values, analyze the rival's advertising, and then "beat" the rival on all points if he can.

Shoppers are also used to test the salespeople and the service of the store in which they are employed, but this testing is rather in the province of the general manager.

EXTRA-OFFICIAL POWERS OF THE ADVERTISING MAN

88. The advertising man may well ask, in view of the preceding remarks, "What right have I to interfere with the merchandizing end of the business? I am only the advertising manager; how can I control the buyers and the management?"

The answers to these questions depend a great deal on the advertising man that asks them and on the store in which he is employed. Strictly speaking, the advertising manager controls only his own branch of the business, and, except as is pointed out later, has no more right to interfere with the buyer than the buyer has to dictate to him. In practice, however, there is no sharp distinction—no precise line that neither may overstep. There is nothing to prevent the buyer from making suggestions to the advertising man as to the advertising, and he frequently does. This situation has already been treated and the proper method of meeting it outlined. Much depends on whether suggestions are good. An advertising man that refuses to listen to suggestions from anybody is unwise; and if he refuses to adopt a suggestion that he sees is good, merely because it did not originate with him, he is worse than unwise.

In a similar manner, the advertising man is perfectly free to make suggestions to the buyer. If the suggestions are good (and the advertising man has the testimony of his shopper to support them), the buyer should listen and consider. If he does not, he is in the wrong and may justly be led to suffer for it.

89. In nearly all stores, especially the large ones, the advertising man has greater liberty than that possessed by the buyers or by any one else in the store except the general manager. In fact, it is the advertising man's right and duty to make suggestions to the management itself. This duty cannot be given too serious attention; it is full of possibilities for the advertising man's own good, as witness the number

of men that have entered a store as advertising managers and ended by becoming general managers or part owners.

By virtue of his position as the man responsible for the increase of sales, the advertising manager has great freedom along these executive lines. There is scarcely anything that can happen in any department that does not more or less directly affect the increase of sales and therefore affect the interests he has in charge. Therefore, wise, carefully considered, fully worked-out suggestions on almost any point concerning the business, whether strictly relating to advertising or not, are made with perfect propriety and will usually be received with attention. If they are good suggestions, they will be adopted. The advertising manager that gains a reputation of exercising good judgment and clear thought, of having keen foresight, and of forming correct conclusions is much more than merely an advertising manager; he is usually the right hand of the general manager and very frequently becomes the general manager himself.

ADVICE TO BEGINNERS

90. The position of advertising manager in a store of any size opens the door to a mastery of modern retailing in all its branches—a door that is open to no other man in the organization in an aspect so wide and inviting. In this field of effort, the great rewards come to the men of ideas, coupled with common sense, and executive force. The fundamental duty of an advertising man is to furnish ideas. He should keep his head clear, or the ideas will not come clearly. The stress and pressure of a busy office, the constant, watchful vigilance demanded of the position, the necessity for quick decisions, the never-ceasing grind of the daily work—all these draw heavily on a man's vitality and mental alertness.

The records of the advertising business, like the records of journalism, which is a field somewhat allied to it in character, show that this unending mental stress and nervous activity are likely to create a desire for artificial stimulant.

Both advertising and journalistic fields are thickly carpeted with the metaphorical bodies of those who have yielded to this temptation. Natural talent—even brilliant genius—has fallen far short of even moderate success because of it. There is no intent in this purely commercial treatise to drag in an uncalled-for argument on temperance; nevertheless, the warning is perfectly legitimate—as legitimate as would be a warning against accidental poisoning in a treatise on the method of choosing edible mushrooms.

Again, it is wise to warn the advertising man against the danger of mingling business and friendship. The advertising manager of a large store is the dispenser of much business that is eagerly sought by newspapers and printers. It is the natural policy of solicitors of business to try to "stand well" with the advertising man, and the easiest way to do this is by extending personal favors.

The advertising man should be careful about accepting personal favors from anybody with whom he may do business, no matter how slight or casual such matters may appear. He should not do anything nor accept anything that will render it even in the slightest degree embarrassing for him to refuse to do a favor in return. He may do as he likes with his own money; but the money he spends for newspaper space or printing is not his own; it is a trust in his hands. He should let no consideration of personal preference, friendship, favors received or favors expected, influence him, but should be governed only by the thought of what is best for his employers.

A SERIES OF QUESTIONS

Relating to the Subjects Treated of in This Volume

It will be noticed that the questions contained in the following pages are divided into sections corresponding to the sections of the text of the preceding pages, so that each section has a headline that is the same as the headline of the section to which the questions refer. No attempt should be made to answer any of the questions until the corresponding part of the text has been carefully studied.

ADVERTISEMENT DISPLAY

(PART 1)

EXAMINATION QUESTIONS

(1) What purpose does white space serve in display?

(2) If it were desired to place a 6-inch, double-column advertisement on a page with a large number of advertisements having plain-rule borders, how could the advertisement be treated, as to border, so that it would be distinctive?

(3) Name the different sizes, in points, of plain-rule borders in common use.

(4) (*a*) Why should the heading of an advertisement be prominent? (*b*) As a rule, should light-faced or fancy type be used in headings? Give reason for answer.

(5) Why is it not advisable to use slanting, vertical, or sharply curved display lines?

(6) By means of clipped advertisements or rough layouts, give examples of the following: (*a*) A squared heading; (*b*) a panel heading; and (*c*) a run-in side heading.

(7) Of what service are secondary displays?

(8) (*a*) Why is it usually advisable to use Old-Style Roman or Modern Roman for body matter? (*b*) What other styles of type can be used for body matter?

(9) What is the result of overleading?

(10) How should a mass of 8-point Old-Style Roman body matter 24 picas wide by 6 inches deep be set in order that it may be most legible?

(11) What is sometimes a better method than leading when it is desired to increase legibility?

(12) What is a reading-notice advertisement?

(13) If the body matter of an advertisement in 10-point were to be set in Old-Style Roman and a list of subjects had to be inserted, what size of type would be appropriate for the subjects?

(14) (*a*) When is it advisable to display the price? (*b*) Name three locations for the price.

(15) In a 4-inch, single-column advertisement, would it be advisable to place the name and the address at the top of the advertisement?

(16) If a 6-inch, double-column retail advertisement had a heading set in 36-point type, caps and lower case, what would be appropriate sizes for the firm name and the address?

(17) By means of clipped advertisements or rough layouts, give examples of two methods of displaying name and address at the bottom of advertisements.

(18) Lay out an advertisement of standard magazine column width, using the following copy. Use no more space than is necessary to get an effective display:

"Old Hickory" Spindle Back Chair, $1.75. Most serviceable, comfortable, attractive chair for porch and lawn use ever sold at this remarkable low price. Will stand all sorts of weather. Solidly constructed of genuine white hickory with bark on. Seat 18 inches long, 16 inches deep; height over all 40 inches. Very artistic chair. Price, $1.75, freight prepaid east of Mississippi River. 120 other styles of chairs, settees, tables, etc., $1.50 up.

Be sure to get the "Old Hickory" Furniture and see that our trade mark is on every piece. If your dealer will not supply you, send direct to us. Ask for new 48-page illustrated catalog and our Special Introductory Offer—Free.

THE OLD HICKORY CHAIR CO.,
15 Cherry St., Martinsville, Ind.

The Original Old Hickory Furniture Manufacturers.

(19) Lay out the following copy for a newspaper advertisement, letting the strongest display be elsewhere than at the top. Decide what words shall constitute the display lines:

Extraordinary bread. Consider for a minute the ordinary way of buying bread—how many unknown hands does it pass through before it reaches your table? Then think of Golden Glory Wrapped Bread; so rich in flavor, so tender, white and crusty that the bakers carefully protect it in a specially prepared wrapper. Golden Glory Wrapped Bread comes to you with all its goodness and oven freshness—untouched by strange hands—unsullied by the dust that settles everywhere. Doesn't that appeal to your common sense as well as to your sense of taste?

Golden Glory Wrapped Bread is 5 cents a loaf.

Fresh every morning at every grocer's. National Biscuit Company.

(20) Lay out the following copy appropriately for a newspaper advertisement without a displayed heading:

A chest, a set, or a single piece of Sterling silver bearing the Gorham trade mark, will adorn the new home as the worthiest and most lasting of bestowals. We carry every well-known Gorham pattern. Single pieces, $1 to $15. Sets of six, $3.50 to $30. Chests, $50 to $1,000. Catalog orders promptly filled. Jaccard Jewelry Company, 1017-1019 Walnut Street, St. Louis, Mo.

(21) Lay out three retail-advertisement paragraphs 12 picas wide, each to show a different arrangement of heading and price display. Allow space for 30 or 40 words of copy. Indicate sizes and styles of type to be used. As these are simply layouts for panel sections of a large advertisement, copy for body matter need not be written, nor is it necessary to give the firm name of the advertiser.

ADVERTISEMENT DISPLAY

(PART 2)

EXAMINATION QUESTIONS

(1) (*a*) What useful purpose does paneling serve? (*b*) Name three methods of giving prominence to a panel. (*c*) When is it advisable to avoid panels?

(2) (*a*) Give an example of how an underscore rule may be used to advantage in display. (*b*) Why cannot underscore rules be used with solid body type?

(3) (*a*) Why should lines entirely in capitals be avoided as a general rule? (*b*) When is it advisable to use a line entirely in capitals?

(4) (*a*) Mention two ways in which Italic display type may be used to advantage? (*b*) When does the use of Italic become detrimental to body matter?

(5) (*a*) When is the use of an initial appropriate? (*b*) Could a heavy, black initial be used appropriately with Caslon body type? Why?

(6) (*a*) In what way is display influenced by the nature of the article advertised? (*b*) What kind of display would be appropriate for an advertisement that is to appear just before a holiday?

(7) What is the advantage of looking over the advertising columns of a publication before laying out an advertisement for it?

(8) Name four faces of type appropriate for display lines in mail-order publications.

(9) If Post Old Style were used for chief display lines, and a more condensed letter were needed for some subheads, what type could be appropriately used?

(10) What is a good rule to follow with regard to the number of different series of display type that can be appropriately used in one advertisement?

(11) (*a*) Would Pabst Old Style and Gothic type harmonize? (*b*) Name a type that can be used harmoniously with John Hancock.

(12) Lay out a page advertisement for a standard-size magazine, showing a coupon for the reader's convenience in accepting the offer of the advertiser (John D. Morris & Co., 1118 Filbert Street, Philadelphia, Pa.) to send a fine set of Shakespeare's works (12 volumes) for 10 days' free inspection. Put on the main layout whatever display lines would be advisable for such an advertisement, *but write complete copy for only the coupon.* Put a note on the layout, stating whether the advertisement is intended for a right-hand or a left-hand page.

(13) Make a full-sized layout for a 16-inch, 4-column (newspaper), house-furnishing-store advertisement, showing only the main features, as was done in Fig. 23. No copy need be written except for the main display lines to be lettered on the layout, and suitable lines may be taken from newspaper advertisements for this purpose.

(14) Lay out a full-sized, half-page (newspaper), department-store advertisement, $15\frac{5}{8}$ inches wide by $10\frac{7}{8}$ inches deep, showing an effective use of both vertical and horizontal panels, with a prominent display of a center panel 3 columns wide by 5 inches deep. Copy is not required for this advertisement, but all borders, rules, heads, directions for widths of body matter, sizes and styles of type, etc., should be placed on the layout, as was done in Fig. 24.

"THE BUYER KEEPS THE CHANGE
Instead of Hoping for Its Return in Dividends."
"Policy Has No Equal in Insurance Market."
"A Wonder."

This is what Prudential Field Managers say of the

NEW LOW-COST POLICY

of

The Prudential

Rates Lowest

Consistent with Liberality and Safety, Offered by Any Company of Corresponding Size, Importance, and Responsibility Throughout the World.

A Common-Sense Policy

Meeting the Demand for Cheaper and Plainer Life Insurance.

Definite Cost—Definite Benefits—Definite Returns

Every Feature Absolutely Guaranteed

DO YOU WANT TO MAKE MONEY? Splendid Opportunities in Selling this Popular New Ordinary Policy. Write Direct to Us Today. Address Dept. 47.

The Prudential

Insurance Co. of America

Incorporated as a Stock Company by the State of New Jersey.

JOHN F. DRYDEN,
President.

Home Office:
NEWARK, N. J.

Send us your age nearest birthday, and see what $1 a week will buy in Life insurance for you.

FIG. I

(15) Lay out the following copy for a newspaper advertisement:

Fall Shirts, $2. Years before I made them ready-to-wear, I made shirts to order.

That I have profited by the experience my two-dollar shirts demonstrate. They have all the earmarks of a to-order garment—beaded neckband, reinforced bosom, and true proportions. The price does not carry the earmarks—four shirts for $7.50. It should be ten dollars. Especially since I use Anderson's Scotch Madras and fine percales for the shirts. All styles, sizes, and sleeve lengths. Wm. G. White, Broadway at Leonard Street.

(16) Write and lay out a mail-order advertisement to be used in The Ladies' Home Journal (column width 13½ picas), the depth of the advertisement to be not more than 2 inches. The object of the advertisement is to sell pure maple sirup direct from the old Smith Homestead, at Mapleville, N. H., to the consumer. The sirup is boiled down in the woods, in the old way, is clear and delicious, and is sold in 1- and 2-gallon cans, at $1.50, $2.25, respectively, charges paid anywhere east of the Mississippi River.

(17) Make a layout for the Prudential advertisement, Fig. I, showing how the copy could be displayed to better advantage in the same space. The paragraphs and sentences of the copy may be transposed, if desired. The copy may also be slightly revised, if slight revision will make better display possible.

NOTE.—Any large sheets of paper may be used in preparing such layouts as those required in Questions 13 and 14, but if possible, use paper suitable for pen-and-ink writing. If no large sheets are available, small sheets may be pasted together.

MEDIUMS

EXAMINATION QUESTIONS

(1) Describe briefly the essentials of a good medium.

(2) (*a*) Name a number of different classes of magazines. (*b*) Name four different classes of newspapers.

(3) What large class of publications (daily, weekly, or monthly) has the largest total circulation per issue in the United States?

(4) What is the present tendency with regard to the growth of daily newspapers and weekly newspapers?

(5) Generally speaking, what are the points in favor of the magazine as a medium?

(6) Is the circulation of a 25-cent magazine always worth one and two-thirds times as much per 1,000 readers as the circulation of a 15-cent magazine?

(7) On an average, about how much does space in the general magazines cost?

(8) What is a common form of discount with a number of general magazines?

(9) Why is the class magazine of particular value?

(10) What kind of magazines should be used for the advertising of the following articles: (1) Farm tools; (2) a washing machine; (3) a special brand of men's $4 hats; (4) canned baked beans; (5) sterling silverware; (6) plated silverware as prizes for canvassing work in selling spices,

extracts, teas and coffees; and (7) cheap jewelry. Give names of magazines, as examples, where it is possible to do so.

(11) What large field is reached by low-priced mail-order magazines?

(12) What are the principal points in favor of the newspaper as a medium?

(13) To which advertiser would home circulation of a newspaper be the more important, a cigar manufacturer or a manufacturer of soap made especially for the washing of clothes?

(14) (*a*) What is meant by full position? (*b*) Would it be expedient to buy full position at an extra rate for a well-displayed 8-inch, triple-column advertisement?

(15) What is the general cost of newspaper space where circulations are moderately large?

(16) What is a flat rate?

(17) If space were bought direct from the publisher, what would be the cost of running a series of twelve 42-line double-column display advertisements, full position, and six 112-line, triple-column, display advertisements, run of paper, in the newspaper whose card is reproduced in Fig. 10? No special page is called for, and the space is to be bought on a contract to be completed within 1 year. Give calculations complete when answering this question.

(18) What is meant by net circulation?

(19) About how much should an advertiser of a cough sirup pay for fifty-two insertions of a 4-inch, single-column advertisement in a weekly newspaper with an average circulation of about 1,000 copies per issue, the position to be a good one and electrotypes for changes to be furnished?

(20) What class of advertising would be most likely to prove profitable in theater programs?

(21) What kind of investigation should be undertaken in order to arrive at the value of a medium?

(22) (*a*) Tell how, in your judgment, the Piedmont Furniture Company, of Statesville, North Carolina, could economically and effectively reach possible purchasers of red-cedar chests. Mention mediums, approximate size of advertisements, etc. (*b*) What mediums or methods would you advise for the publishers of a 50-cent book entitled "How to Get a Position and How to Keep It?" (*c*) Suppose you were engaged to exploit a suburban tract of 200 building lots, favorably situated 30 minutes' ride from the center of a prosperous city of 100,000 population. Assume that the lots will be sold at $500 each on easy payments, so as to appeal to the moderate-waged class. The city has a 1-cent morning paper with a circulation of 21,000, reaching the so-called better class of readers; an afternoon 1-cent paper of the popular, slightly sensational class, with a circulation of 35,000; another afternoon paper, also sold at 1 cent, but hardly a sensational paper, with a circulation of 14,000. The owners of the property are willing to spend 5 per cent. of the selling price for advertising. You cannot outline your ideas as definitely as if you were dealing with an actual situation that you could study closely, but, as definitely as you can, tell how you would proceed with a newspaper campaign. Assume that the tract has not been advertised at all and has no buildings on it. There are a great many newspapers that do not sell their space at the rate given in Art. **72**, but for the sake of simplicity assume that the three newspapers here referred to do sell their space at that rate. No copy need be written, but mention the number of newspapers you would use, the approximate size of the advertisements, days on which the advertisements would be inserted, how long the campaign would be planned to last, etc. If it seems well, a part of the money can be apportioned for support to the newspaper campaign, but as no idea has so far been given of the cost of street-car or bill-board space, mention merely the net sum that would be spent in any advertising intended to support the newspaper campaign. State anything else that may occur to you as being appropriate.

(23) Write and lay out for the American Boy Magazine a 2-inch advertisement with a total width of $13\frac{1}{2}$ picas, offering a baseball catcher's mitt for $1, post paid. The mitt has a front of good buckskin, back of pliant leather; with extra stiffening to protect the ends of the fingers; it is heavily padded, with heel padding on wrist, and is strongly sewed. The idea is to offer this mitt at a low price so as to get a catalog of baseball goods in the hands of ball-playing boys.

NOTE.—The object of this problem is to see how well the ad-writer can adapt his copy to the medium in which it is to be used.

(24) If an advertiser finds that he will need at least 4,800 lines of run-of-paper display to be used at option during one year in the newspaper whose card is reproduced in Fig. 8, what kind of contract should he make and at what rate? Observe the various rates and figure carefully before answering, remembering that it is the advertising man's business to get all the space he can for his money.

(25) What would it cost to run a 4-inch single column advertisement every other day for six months in full position in the same newspaper? As this newspaper has no Sunday edition, there is an average of 26 publication days a month.

(26) What would 1,000 lines of reading notices, all to be run on the sporting page and used in one year, cost if purchased according to rate card reproduced in Fig. 10 (*a*)?

(27) What, according to the rate card shown in Fig. 7, is the lowest rate obtainable for display advertising, and how much space must be used in order to obtain the rate?

(28) In placing desirable advertising with publications of only fair value, is it advisable to offer to pay the full general rate, the charge for special position, etc.?

RETAIL MANAGEMENT

(PART 1)

EXAMINATION QUESTIONS

(1) Name the features that a retail store must possess before the most successful advertising can be done.

(2) If tennis rackets are to be advertised specially, what preparations should be made regarding window display or show-cards?

(3) In a campaign for a new bakery, what investigation should be made before preparing the sales plan and copy?

(4) For a business such as a grocery, which is preferable, a fixed space in the newspapers or a contract for space that can be used at will?

(5) If a retailer is so located that newspaper advertising is too expensive, what other methods may be adopted?

(6) If a tailor having a list of 600 regular customers decides to add a shirt-making department to his shop, what would be a good way of letting his customers know about the new feature and of getting early orders?

(7) Name a method by which a dry-goods store could notify a list of several hundred out-of-town customers about the arrival of new dress goods.

(8) What are package circulars?

(9) Give the maximum and minimum sizes of post cards.

(10) Mention a special sales plan that would be suitable for: (*a*) A dealer in women's shoes; (*b*) a tobacco store; (*c*) a dealer in boys' clothing; and (*d*) a druggist.

(11) What is cooperative advertising?

(12) Prepare and lay out copy for a card or a folder that would be appropriate to be sent out by Miss J. M. Smith, a bookseller, located at 81 Main Street, to a select mailing list. The circular is to be sent out at the Christmas buying season. Miss Smith has a good variety of volumes, in bindings that make them suitable for gifts. If a list of the titles of the books cannot be made up, merely leave a blank space in copy and layout for the items. If possible, make the layout on a piece of the paper that is to be used for the card or folder; otherwise, use any paper, but tell what kind and color of stock should be used, also the color or colors of the ink.

RETAIL MANAGEMENT
(PART 2)

EXAMINATION QUESTIONS

(1) What points of advantage have the high-grade specialty stores over the average department stores?

(2) By what methods do the department stores cut into the trade of the specialty stores?

(3) How may the specialty store best meet department-store competition?

(4) What advantages have local stores over mail-order houses?

(5) Generally speaking, what is the strongest selling point of the mail-order house?

(6) Suggest methods that would enable a local merchant to compete with the low prices of the mail-order houses and assist in overcoming the competition generally.

(7) Write and lay out a clothing advertisement of good size (the clothing may be for men, women, or children) to be used in the newspapers of villages and towns around the large city in which Kaufmann Bros., the advertisers, have their store. The store is the largest clothing store in its part of the state, and is located on Broadway, the principal business street. The advertisement should be designed to bring people into the city and to encourage mail orders.

(8) Write and lay out a 6-inch, single-column advertisement for a tailor that makes a specialty of $18 suits. This

tailor is endeavoring to get the trade of those who buy ready-made clothing.

(9) Write and lay out an advertisement of either men's hats or women's hats, taking the subject that is preferable.

(10) Write and lay out an advertisement for a special sale of dry goods. The advertisement should measure not less than 6 inches across two columns. Offer some bargains and give reason for the special prices. Women's waists and skirts may be included, if desired.

(11) What is: (*a*) mercerized cotton? (*b*) lansdowne? (*c*) pongee?

RETAIL MANAGEMENT

(PART 3)

EXAMINATION QUESTIONS

(1) During what season would the use of fairly large advertisements be advisable for jewelry stores?

(2) Write and lay out an advertisement for some hardware specialty with which you are familiar or can make yourself familiar.

(3) Write and lay out an advertisement for either bedroom furniture or parlor furniture.

(4) Write and lay out an advertisement for men's or women's high-grade, $6, patent-leather shoes.

(5) Write and lay out a 4-inch, single-column advertisement of mince meat that a grocer has had prepared especially for him in the old-fashioned way. It may be advertised as home made at 35 cents a pound.

(6) Assume that in the height of the season a grocer finds himself overstocked with ripe peaches. Write and lay out a 4- or 5-inch, double-column advertisement that will sell them.

DEPARTMENT-STORE MANAGEMENT
(PART 1)

EXAMINATION QUESTIONS

(1) What, in a strict interpretation of the term, is a department store?

(2) Explain briefly the difference between the work of an advertising man of a specialty retail store and that of a department-store advertising manager.

(3) What advantages do department stores have over specialty retail stores?

(4) Give an outline of the general organization of a department store, including the advertising staff.

(5) What are the duties and powers of an advertising manager?

(6) (*a*) Describe three general classes of department stores. (*b*) Which class has the greatest possibilities, and why?

(7) About what proportion of department-store advertising is directed toward women?

(8) (*a*) What is the danger of the continuous-bargain style of advertising? (*b*) What is its chief advantage?

(9) (*a*) On whom must the advertising manager depend for most of his data about goods? (*b*) If the store is small and has a few buyers that do not take proper interest in the advertising, what should the advertising man do?

(10) If the copy furnished by a buyer is lacking in strong selling points, what is the best way of getting the proper data?

(11) Why is it always important for the advertising manager to inspect the goods to be advertised?

(12) What is very often a good subject for an introduction in a department-store advertisement?

(13) Of what service are salespeople in getting up descriptions?

(14) What are some general important features to include in descriptions?

(15) (*a*) Why is it best to avoid such generalities as "up-to-date," "first-class," etc. in writing advertisements? (*b*) What should be used in place of them?

(16) Suppose that the shoe buyer comes into the office of the advertising manager and says: "Here's a great purchase in women's $3.50 walking boots that I want to offer at $2 a pair."

"What's the matter with them?" is asked.

"There are three hundred pair, but only in two sizes, 4's and 5's, and all are D width. A great chance for women with wide feet."

"How about their makeup?"

"A1 in every respect. Style, up to the minute—very latest French model; straight, broad heel; flat sole; arched instep; plain, round toe; slightly mannish for street wear. As to material and workmanship, you can see that it is a Smith & Jones shoe, and that tells the story. Just notice the flexibility of that sole, and the softness of the leather. The Smith & Jones shoes fit like gloves. Another point—their shoes will make a wide foot look from one-half to a full size narrower than it really is. Don't forget to mention that."

From this data, write copy for a shoe panel for a department-store advertisement. The entire advertisement is to

fill five columns of a newspaper. Give the shoe panel as much space as you think it is entitled to.

(17) The cloak and suit buyer of your store sends in the following item about a lot of women's linen suits:

> Greatest suit sale ever known. First-class linen goods, in latest styles—best values in the city at unheard-of prices. $6.50 for $9 women's suits. Beautiful coat and skirt. Best bargains in the city.

You, of course, will not publish this indefinite data, but will see the suits and the buyer, and this conversation (published originally in Printers' Ink) takes place:

"Let me see those suits."

"Sure; they're the best I ever had for the price. Get up a good advertisement on them and give me plenty of space."

"Are they real linen?"

"Yes, sir; every thread; you're safe in saying that these suits will wash well, you know."

"I see. How about those over there with the brown bands on the cuffs and skirts? Will they stand washing, too?"

"About as well as any brown-trimmed suits. Brown doesn't always wash perfectly, you know. The only way to tell is to try it and see."

"What styles are the jackets?"

"Latest style Pony and Eton's."

"And the collar?"

"Embroidered, hand-sewed, fine stuff with good quality of stiffening. No danger of them getting out of shape."

"The suits have a pretty good skirt, haven't they?"

"Well, I should say so. Why man, look how full it is; just get on to the swell hang (holding skirt up) and see that hem? You won't see a deep one like that on any $6.50 suit you'll buy in any other store."

"What are these folds?"

"Why, that's plaiting, and it's the 'finest ever,' too. Look at that (stretching skirt); some goods there, isn't there?"

"How did you get this lot?"

"Well you know old man B——, of S——'s, he came over the other day and said he was afraid he'd have to let out

about half a dozen of his help until fall, as there wasn't enough work for them on hand. Then he 'piped up' and said, 'Say, can't I make up some suits for you? I'll give them to you at cost just to keep those fellows at work. If I once let them go, I'll never get them back and I'll be short-handed this fall.' Well, I patched up an agreement with him for 1,000 suits, and here they are. They're his regular $65-a-dozen suits, but I got them for $54."

"What sizes have you?"

"Everything from 19 to 32 in the waists and 37 to 43 in the skirt lengths."

From this data, write up copy for a feature panel for the 5-column advertisement mentioned in question 16. Take as much space for this suit panel as you think it is entitled to.

(18) Make a layout for a full 5-column, department-store advertisement. Let the linen-suit section (question 17) have the most prominent place, and the shoe section (question 16) the next in prominence. In addition to copy for the linen suits and the shoes previously specified, put in the display lines in all sections, paste on proofs of all cuts to be used, put on the name plate, or signature, and make the layout as complete as if copy were written for the entire advertisement. Send in this layout for criticism along with the suit copy and the shoe copy.

NOTE.—Any large sheet of paper, such as news stock or light wrapping paper, may be used in making this layout, but if possible, use paper suitable for pen-and-ink writing. If a large sheet is not available, a number of small sheets may be pasted together.

DEPARTMENT-STORE MANAGEMENT

(PART 2)

EXAMINATION QUESTIONS

(1) Of what advantage is it to a department store to have an individual typographical style?

(2) If a store had a lot of 500 women's suits of a special style to advertise, what kind of illustration would be best to use?

(3) When, as a rule, should department-store copy for a Friday newspaper advertisement be prepared and sent in?

(4) How may the advertising manager best verify, in the proof, all prices and descriptions of goods?

(5) Where the plan is followed of having one newspaper set the original copy and of giving the other papers copy in the shape of proof, what is the best way of handling the proofs?

(6) Name some methods of reinforcing the newspaper advertisements of a department store.

(7) Into what two general classes may department-store sales be divided?

(8) Why is the general sale declining?

(9) (*a*) What logical reason may be given the public for a clearance sale? (*b*) What reason may be given for a stock-taking sale?

(10) Name some of the principal department sales.

(11) Tell how a 6-day February shoe sale could be carried out, how it could be started, what could be offered from one day to another, and so on? The stock is a large and varied one.

(12) Why is it wise to consider carefully all suggestions from buyers and salespeople?

(13) (*a*) What things should be considered in deciding what the ratio of advertising cost to sales for the entire store should be? (*b*) What is about the lowest percentage of gross sales that successful department stores expend for advertising? (*c*) What is about the highest?

(14) In determining what the ratio of advertising cost should be for a department or a special article, what question should be answered?

(15) What details regarding the advertising and its results should the records of an office show? (Make this list complete.)

(16) Suppose the management questioned whether the advertising was really bringing the large sales of a department; how could it be shown that it was doing so?

(17) Of what service are shoppers?

(18) Lay out a full-page, department-store advertisement containing either a clearance sale of women's clothing of various kinds or a furniture sale. Either subject may be chosen. Put all borders and display lines, including the name plate, etc., on the layout; also paste on (or sketch on) all illustrations that are needed. Show the limits of each section and the width, style, and size of body type. Write copy for the introduction and for at least six leading lots of the special-sale goods, featuring one of these lots. The copy need not be written for any of the other sections of the layout, although, as stated, all sections should show display lines and illustrations. The entire advertisement need not be devoted to the special sale. Assume that a preliminary

Saturday announcement has already been made of this sale. This advertisement is to be run on Sunday, is to give descriptions and prices, and is to bring the people in on Monday to buy. Submit the layout and the copy for the six lots of goods.

NOTE.—If women's clothing is selected as the subject, the beginner will find that much information about style, quality, prices, etc., can be obtained by having a talk with his mother, wife, sister, or some other woman that does shopping.

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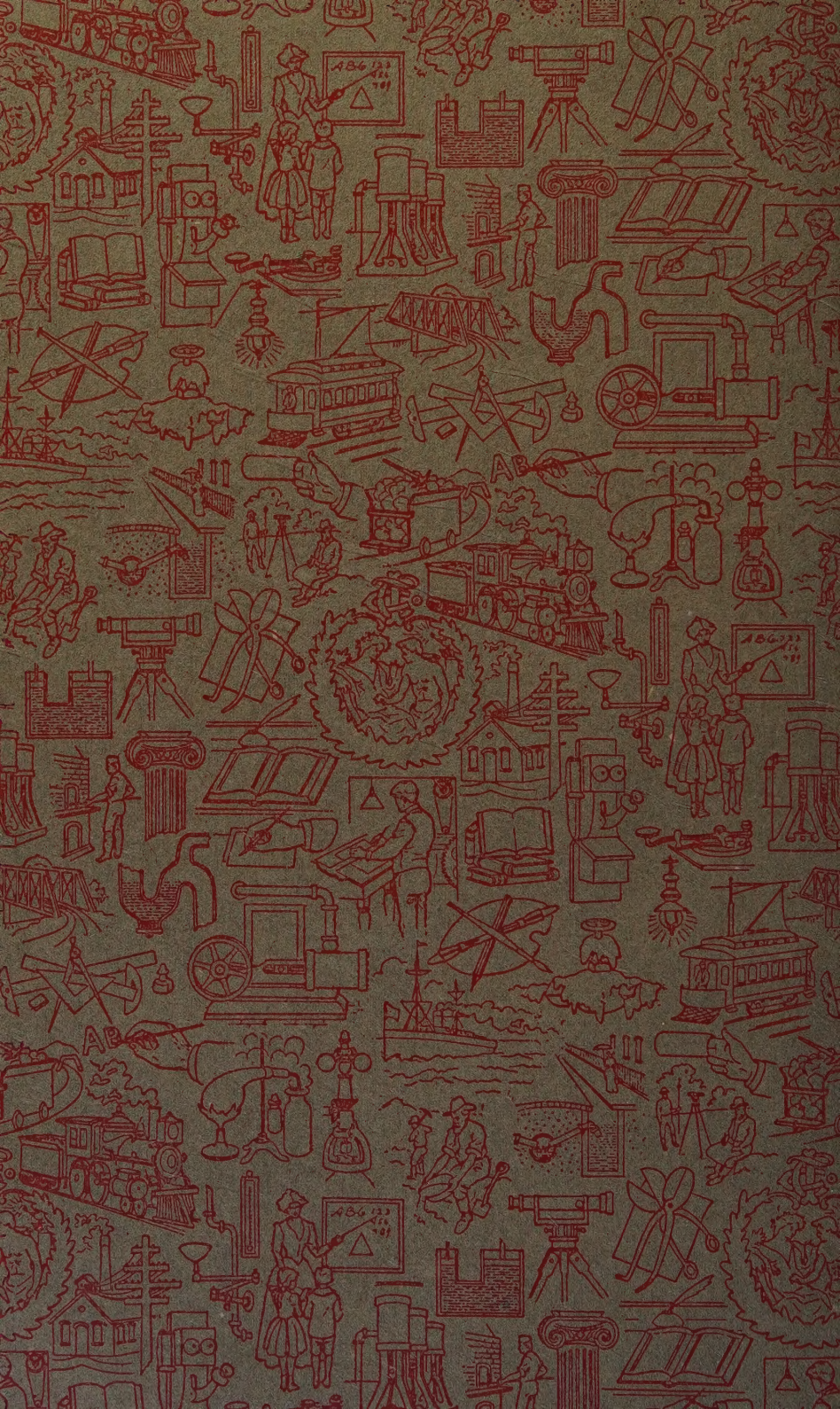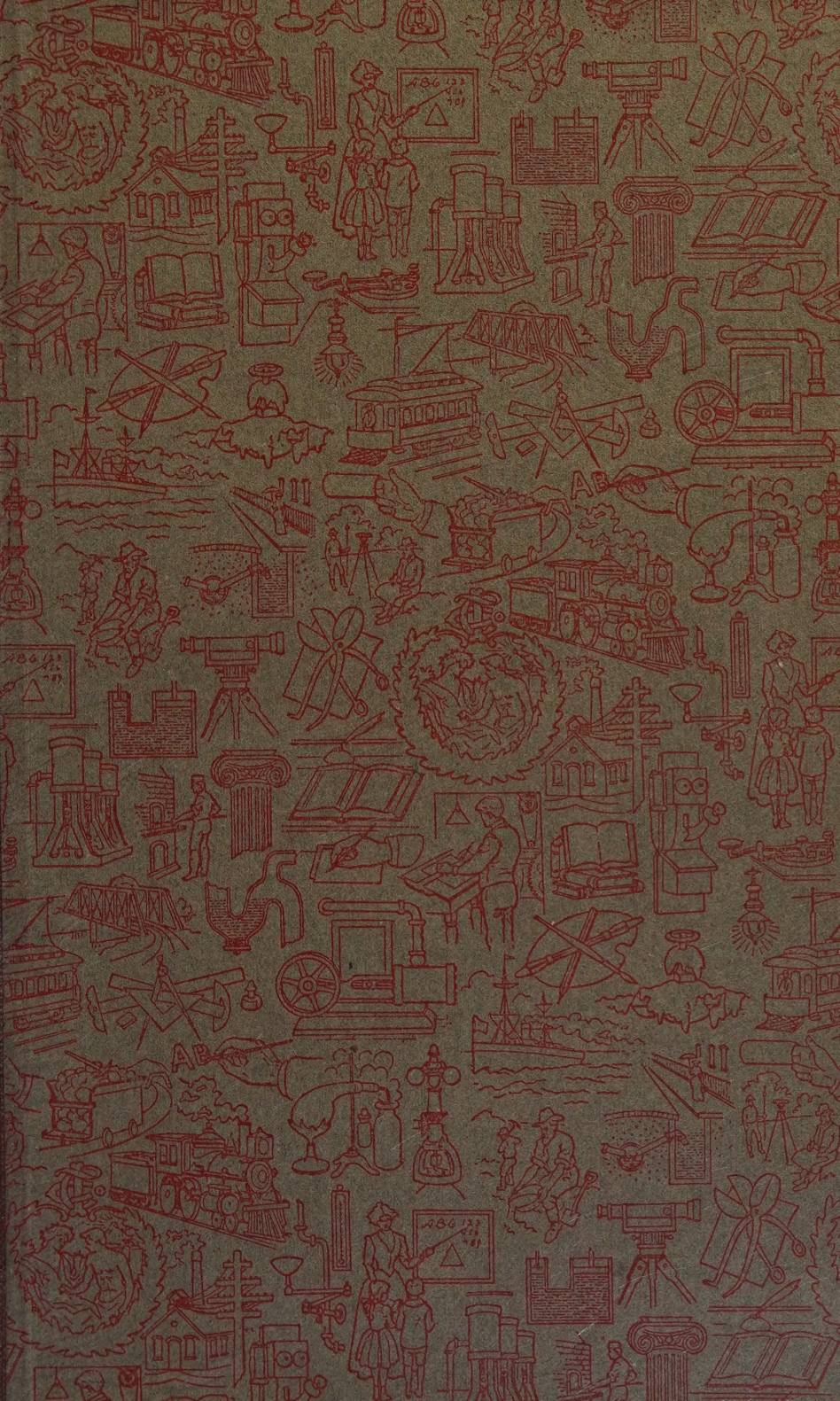
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